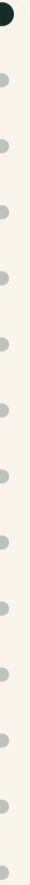

A DIGITAL MERCHANDISING AUDIT · JUNE 2026

Polo Ralph Lauren Women's

A Site Merchandising Perspective

Five additive opportunities. Three phases. One roadmap.

CONTINUE



A Tiered Lifestyle Architecture

TIER	POSITIONING	RELATIVE PRICE POSITIONING
Ralph Lauren Collection	Luxury, runway, occasion	
Polo Ralph Lauren	Accessible core, lifestyle	
Lauren Ralph Lauren	Workwear separates, value tier	
Double RL	Heritage Americana, craft	
		ACCESSIBLELUXURY

\$8.1B

Ralph Lauren revenue, fiscal 2026
Source: RL fiscal 2026 disclosures

NEXT GREAT CHAPTER: DRIVE

- Drive the Polo core
- Expand women's apparel

Polo Women's sits at the intersection of both strategic vectors.

Three Archetypes

01



The Heritage Loyalist

REPLENISHMENT-DRIVEN · BRAND-LOYAL

Gen X and older Millennial who shops the brand's traditional codes. Values craft, continuity, and institutional identity.

PRIORITY SEGMENT

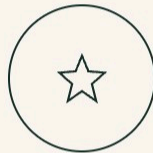


The Modern Professional

CROSS-CATEGORY · OCCASION-FLUID

Millennial building a smart-casual wardrobe across work, travel, and social settings. Pairs tailoring with denim through the week and trousers when the occasion calls.

03



The Aspirational Lifestyler

ENTRY-POINT-DRIVEN · SOCIAL-ENGAGED

Younger Millennial and older Gen Z. Accesses the heritage aesthetic through iconic entry points: Polo Bear tees, mesh polos, and the Wimbledon capsule.

617 SKUs Across 24 Categories

— SITE SNAPSHOT · RALPHLAUREN.COM POLO WOMEN'S · AS OF JUNE 2026

617

TOTAL SKUS

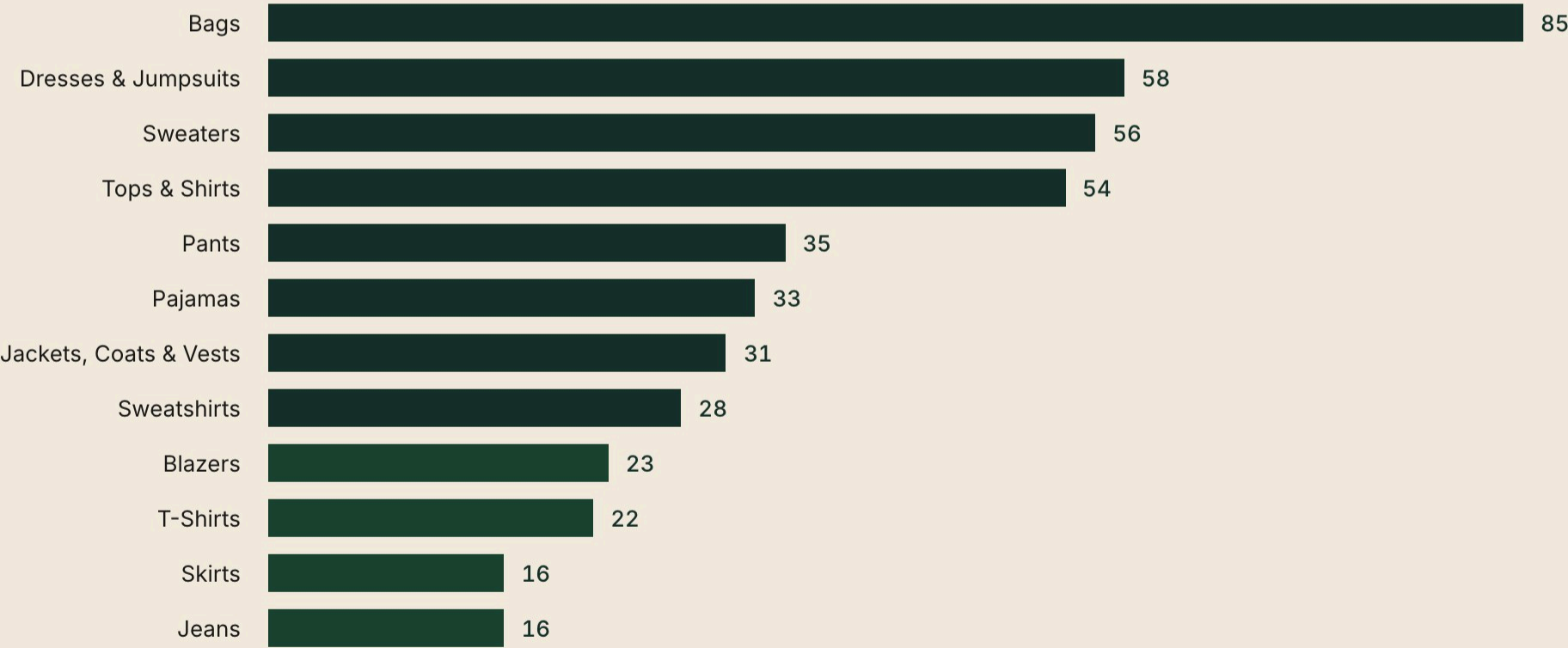
\$200-500

PRICE CENTER

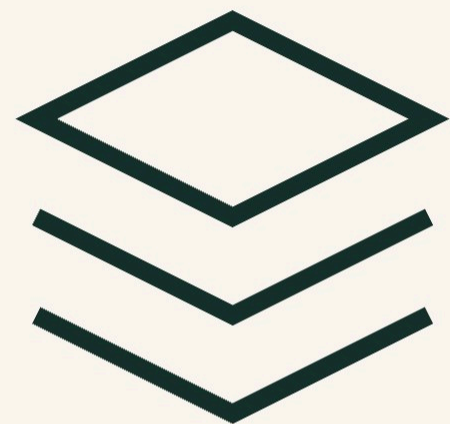
41%

SKUS IN PRICE CENTER

SKU COUNT BY CATEGORY · DESCENDING



Three Parallel Discovery Axes

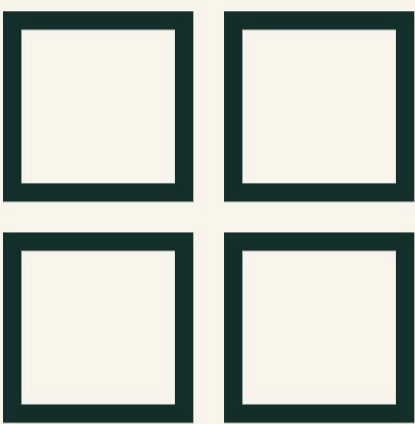


AXIS 01

Brand Discovery

Our Brands · What's New

Portfolio-led entry.



AXIS 02

Category

Clothing · Bags · Shoes · Accessories

Standard taxonomy.



AXIS 03

Fit & Size

Petite (0P-14P) · Extended Sizes (00-22)

Inclusivity as primary nav.

Editorial layer above category: **The Shops** · Dresses & Skirts · Linen Shop · Polo Bags

Featured Slots & a Seasonal Cost

● OBSERVED FEATURED ORDER · JUNE 2026 (STATIC YEAR-ROUND)

01 Dresses & Jumpsuits

02 Polo Shirts

03  Sweaters

04 Tops & Shirts

05 T-Shirts

06 Blazers

↓ SEASONAL CHIP ROTATION

● PROPOSED SUMMER ORDER (IN-SEASON CATEGORIES FIRST)

01 Dresses & Jumpsuits

02 Tops & Shirts

03 Shorts

04 Polo Shirts

05 T-Shirts

06 Sweaters

OPPORTUNITY 01 / 05

OBSERVATION

The featured chip order is static across the calendar.
In peak summer, Sweaters holds position 03 while in-season categories sit a tap deeper.

→ **Opportunity:** a seasonal chip-rotation cadence that surfaces in-season categories in featured positions, full taxonomy preserved underneath.

Low-effort merchandising lever · measurable via category page CTR.

Customer Vocabulary Meets Brand Vocabulary

4 RESULTS

- Pleated Cotton Short
- Pleated Délavé Linen Short
- Wimbledon Tailored Fit Ballperson Polo

"Tailored" is indexed as a fit, not a category.

OPPORTUNITY 02 / 05

Search synonym mapping. Tailored, suiting, workwear → Blazers, Pants, Skirts.

59 RESULTS · ACROSS TIERS

- Polo Single-Breasted Wool Blazer, \$698
- Lauren Bullion Jacquard Blazer, \$199.99

Cross-tier discovery is a feature, but tier-of-origin is invisible.

OPPORTUNITY 03 / 05

Tier badging on search results. Polo Collection Lauren Double RL

OPPORTUNITY 03 / 05

Signal the Tier, Keep the Discovery

A single *formalwear* search returns 59 results spanning four Ralph Lauren tiers. A small, color-coded badge, drawn from each label's own signature, tells the shopper where a piece sits without collapsing the cross-tier discovery that showcases the portfolio.

THE FOUR TIERS, BADGED

Collection

Luxury · runway

Polo

Accessible core · lifestyle

Lauren

Workwear separates · value

Double RL

Heritage Americana · craft

formalwear in polo women

Polo

Single-Breasted Stretch Wool Blazer

\$698

Lauren

Bullion Jacquard Blazer

\$199.99

Collection

Silk-Wool Tuxedo Jacket

\$2,490

Double RL

Herringbone Wool Chore Jacket

\$690

Preserves cross-tier discovery while signaling positioning context. Measurable via search CTR and post-search bounce rate.

From Ask Ralph to Guided Discovery

Ralph Lauren already runs *Ask Ralph*, an AI styling assistant. The same intelligence can reach past inspiration into **navigation and pre-purchase assistance** for the shoppers who need it most: first-time and infrequent visitors who do not yet speak the brand's merchandising vocabulary.



TODAY

Ask Ralph, the stylist

An AI assistant for outfit inspiration and styling questions, live on ralphlauren.com.



PROPOSED

Guided navigation

A conversational helper that routes new or rare shoppers to the right category, closing the *tailored* vocabulary gap seen in search.



PROPOSED

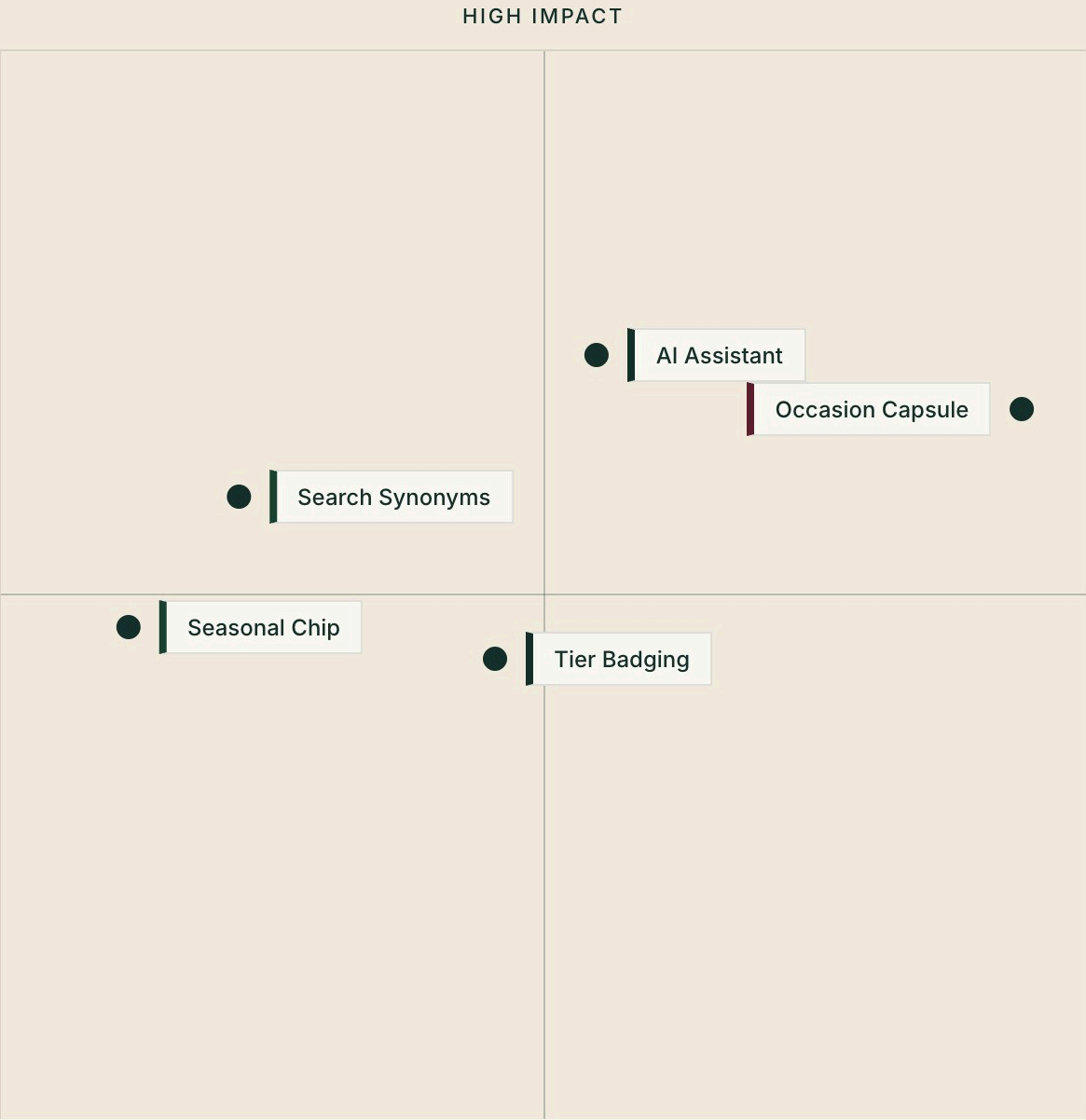
Pre-purchase finder

Natural-language search that reads intent, "office suiting under \$500," and returns categorized results across the assortment.

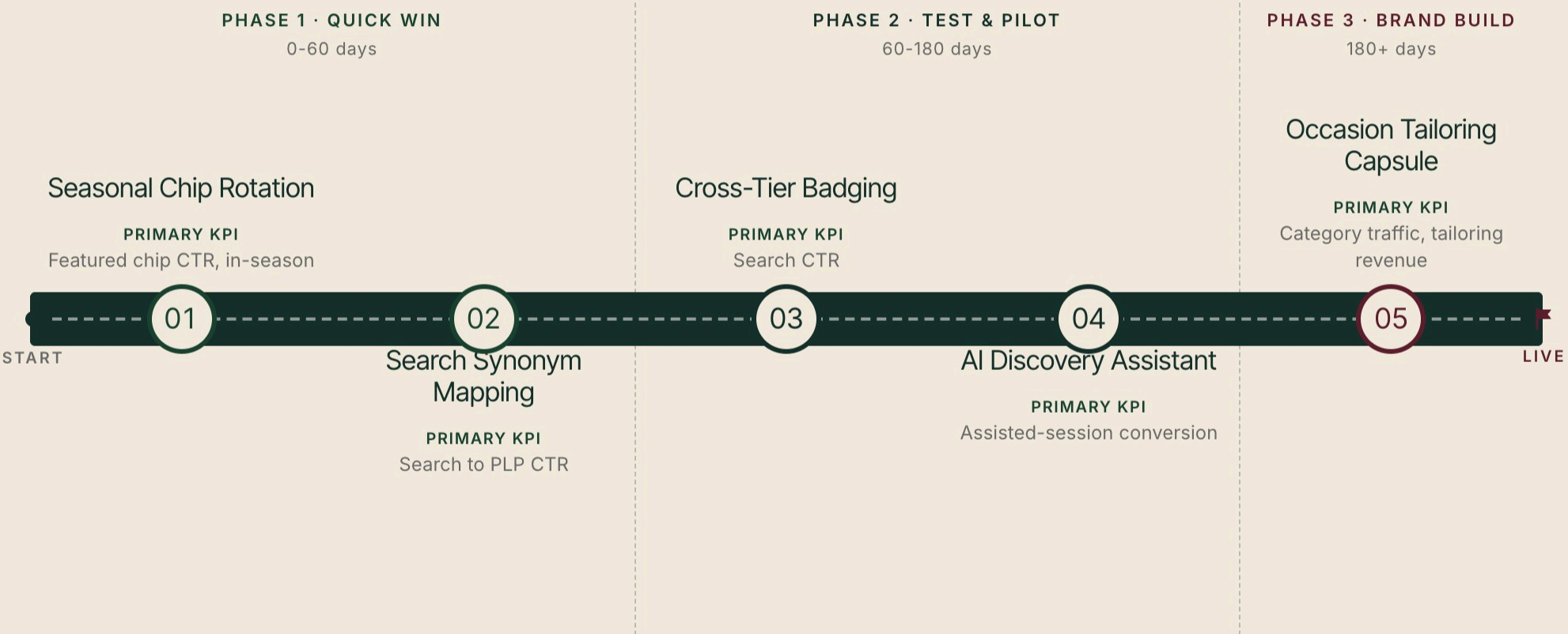
"I need something tailored for the office, under \$500."

Here are Blazers, Trousers and Skirts in Polo Women's, filtered to \$500 and under. Shall I build a matching suit?

Five Opportunities. Three Phases.



One Roadmap. Five Moves. Three Phases.



Each phase produces validated learning before the next is committed. The roadmap adds, never restructures.

Three Brands, Three Merchandising Philosophies

	Polo Ralph Lauren Preppy lifestyle	Theory Atelier authority	J.Crew Accessible workwear
DIMENSION	POLO RALPH LAUREN	THEORY	J.CREW
Tailoring as a destination	Within Polo Women's, Blazers	Standalone <i>Suits</i> category	<i>Suiting, Workwear, Wear-to-Work Shop</i>
Editorial layer	<i>The Shops</i> (seasonal edits)	Named capsules (<i>Tailoring Redux</i>)	Themed shops (<i>Wear-to-Work</i>)
Cross-sell logic	Multi-pattern (Suiting / Lifestyle / Themed)	Co-merchandised within suit capsules	Occasion-driven across categories
Suiting attach mechanism	Pattern-1 PDPs (vest to suit)	<i>Essential Duos</i> (cross-piece promo)	Workwear feature page (intent-led)
Brand voice in tailoring	Preppy lifestyle	Atelier authority	Accessible workwear

Three systems, three positionings. Each site reflects what its brand sells.

What the Benchmark Surfaces

TAKEAWAY 01 · GAP IDENTIFIED

The occasion-based discovery path is missing on Polo Women's.

WHO HAS IT

Theory · named tailoring capsules.
J.Crew · Workwear feature page.

POLO EQUIVALENT

"The Tailoring Edit" or "The Linen Suiting Shop," a seasonal capsule in Polo's own voice.

TAKEAWAY 02 · BENCHMARK NOTED

Theory's *Essential Duos* rewards multi-piece tailoring purchases.

PRINCIPLE

A cross-piece discount converts suiting attach into a promotional signal.

POLO LENS

The principle, rewarding the multi-piece purchase, is worth modeling for suiting attach economics, not necessarily as overt promo.



Five additive opportunities. Three phases. One roadmap.

DISCOVERY

3 opportunities

Seasonal chip rotation

Search synonyms

Tier badging

GUIDED EXPERIENCE

1 opportunity

AI discovery assistant

BRAND MERCHANDISING

1 opportunity

Occasion capsule

This deck is a roadmap for that surface.