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FM100-203

Brand Analysis at Macy's

Ralph Lauren vs. Steve Madden





Ralph Lauren's Display

- Brown and tan toned tables
- Walls displayed with Ralph Lauren printed background and white shelves
- Tan leather seats
- Sneakers/casual shoes grouped together on wall
- Heels grouped together on wall
- Boots, booties, and flat grouped on tables in the middle



Steve Madden's Display

- All white display shelves, tables and seats
- Shoes organized by style/print, e.g. cowboy boot and pink shoes
- Carpeted floor, while Ralph Lauren had wooden floors
- Feels brighter and less warm/rustic compared to Ralph Lauren
- Back wall used for Steve Madden items on sale (Top Left)

Product Comparison: Materials



- Ralph Lauren Suede Tan Boot
- Side zip closure.
- “LRL” metal logo at the side
- Upper: leather
- Lining: cotton, polyurethane, leather
- Color: Tan
- Retail price: \$275.00



- Steve Madden Larina Pink Satin Heel
- Satin
- Laces
- 4 inch heel height
- Synthetic lining
- Color: Pink Satin
- Retail Price: \$119.95



Product Comparison: Target Customer

- Geographics: Northern region of the United States, somewhere with seasons/gets colder. The customer wants to dress for Fall.
- Demographics: 26-37 and female. Making good money to buy shoes close to \$300. Educated and working full time.
- Psychographics: Work is important to the customer, and they like Ralph Lauren because of its appeal of sophistication and quality. She loves dressing up according to seasonal trends, and is looking for a cute pair of suede boots for Fall.
- Behavioral: This customer is all about having every staple shoe in her closet. She likes getting shoes from Ralph Lauren because they always have what she's looking for. She comes in seasonally to see what they have out.



Product Comparison: Target Customer

- Geographics: This customer is from urban/suburban life and is from the West Coast or Midwest.
- Demographics: The age range is 17-26 and she is female. She is either about to start college, is in college, or has just graduated. She is working part time or is looking for a job.
- Psychographics: She is very feminine and loves keeping up with the newest trends. She likes to go out with friends and shop when she is not in class.
- Behavior: She is a loyal Steve Madden customer because it has everything she likes for a reasonable price. She also likes to have whatever is popular in her closet, and Steve Madden always has what's popular.



Evaluating the customer

- These brands are incredibly different in who they are catering to. Steve Madden is very versatile in their products, but Ralph Lauren is much more specific in its aesthetic and is not just aiming for the next trend the way Steve Madden is. Ralph Lauren is targeting a more mature and wealthy audience, while Steve Madden is more youthful and trend-forward.
- Dolce Vita would be a competitor for Steve Madden because it has mixture of everything Steve Madden offers. I think Ralph Lauren does not have as much competition because their brand image and product is much more specific and classic.



Observing the customer

- As I walked around, I immediately noticed the difference in age ranges of certain brands. It was prevalent in Steve Madden and Ralph Lauren. There were two girls, presumably in their early 20s, sitting trying on shoes at Steve Madden. At Ralph Lauren there were multiple women in their 30s and 40s looking at shoes, highlighting the difference age and income can have on the audience.
- The employees at Steve Madden were younger women, and the employees at Ralph Lauren were younger men.

Personal Reflection

I found it interesting comparing the visual merchandising of some of the products. If it were not for this assignment, I would not have noticed how vastly different the Steve Madden and Ralph Lauren displays are, but it makes a huge difference because the atmosphere truly affects the aesthetic of the brand, so it is important to display the products accordingly. The products/brands themselves did not surprise me; I felt what I saw being sold by the brands reflected my preconception for each of them. I also found it entertaining to see the difference in people at certain brands, and it was prevalent between Steve Madden and Ralph Lauren that their target audiences are not the same.

References

- *Larina pink satin square-toe stiletto pump lace-up women's heel*. Steve Madden. (2025). <https://www.stevemadden.com/products/larina-pink-satin>
- Women's designer Clothes & accessories | Ralph Lauren. (2025). <https://www.ralphlauren.com/women>