The Idea...

- Partner Chance the Rapper’s clothing merchandise with Polo Ralph Lauren
- Sell the clothes in Polo stores
- Expand the catalog of Chance inspired attire
Why This Works?

- Chance the Rapper will bring in millennials that are looking to show support for him and his music.
- Polo is already a popular brand amongst young men, the partnership with Chance will excite returning customers for the opportunity to represent a musician they enjoy.
- Chance the Rapper clothing will now be available in physical stores, not just online.
- The wide variety of shirts and sweatshirts that are already designed will not be hard to sell in a Polo store.
Why should we partner with Chance?

- Chance has not reached the peak of his popularity
- His merchandise fits well with the styles Polo offers
- The partnership brings new opportunities for creative design
- Chance the Rapper will bring good publicity to the brand
Partnership Agreement

- We will stock our stores with the Coloring Book merchandise provided by Chance and his team
- Both designers from Polo and Team Chance will meet and build up a Polo by Chance the Rapper collection
- Chance will model for the catalog as well as help with advertising for the collection
- Chance the Rapper and his team will receive 20 percent of the sales
- This partnership will increase sales with pre-existing customers as well as usher in a large number of new customers
- Chance the Rapper is a very well liked public figure which will provide positive publicity for Polo Ralph Lauren
- His increasing popularity throughout all demographics will only bring more people into a Polo store


