

A photograph of a man and a young boy standing outdoors in a rural setting. The man, on the left, is wearing a military-style jacket with patches and a colorful patterned sweater. The boy, on the right, is wearing a dark blue sweater with a white collar. The background shows a green field and trees. Overlaid on the image is the text "Family is who you love" in a white, cursive font.

Family is who you love



Ralph Lauren's first commercial featuring a same sex couple by providing diverse versions of family

Campaign reflects their attempt to target to a younger audience by reflecting social justice, a value of the younger generation

Incorporates people of multiple generations and ethnicities to showcase the history and tradition of the brand





It's 2019 and brands are still afraid to cast models of different shapes and sizes