



Ralph Lauren Debuts “Wear Your Story” Denim Campaign

The campaign collection features new washes, treatments along with responsibly sourced cotton in numerous styles.

August 13, 2019 - Ralph Lauren debuts a new global advertising campaign focused on denim, titled “Wear Your Story,” capturing the nostalgic feelings and stories created when wearing your favorite denim pieces. Shot by the globally celebrated photography duo, Tim Hill and James Finnigan, the campaign features six models and influencers —including a student, father, mother, and yogi —all united by their unique stories of how their favorite pair of jeans became unforgettable.

The “Wear Your Story” campaign is an extension of the brand’s Family Campaign that launched in April, which highlighted a broad spectrum of families including multigenerational, same-sex couples and chosen families featured in the Spring 2019 Polo collection. The new campaign continues to build on the nostalgic element, while exemplifying the brand’s clear values with an eclectic cast of models and friends of the House.

Denim is a critical category to the Ralph Lauren brand, and “Wear Your Story” is a part of the company’s continued efforts to amplify this category through focused product, merchandising and marketing. The collection featured in this campaign includes new washes, treatments and details across several silhouettes in Men’s & Women’s Polo, along with responsibly sourced and produced cotton in numerous styles. Additionally, Direct to Garment printing will be available on Denim Trucker Jackets for Men and Women on RalphLauren.com starting today.

Ralph Lauren is committed to creating sustainable denim. As part of Design the Change, the company’s renewed strategy on citizenship and sustainability, the company supports responsible cotton production through the Better Cotton Initiative. The brand is partnering with suppliers who collect and recycle old denim, as well as working to reduce the use of stones and the amount of water required during the production process. This effort

to produce environmentally conscious denim is an essential step in the brand’s journey to sustainably source 100% of its cotton and reduce water use by 20% across all operations and value chain by 2025.

The “Wear Your Story” denim campaign will run from August through September in global markets and will be inclusive of outdoor, print, digital, and social media placements as well as on RalphLauren.com.

ABOUT DESIGN THE CHANGE

Design the Change, Ralph Lauren’s renewed strategy on global citizenship and sustainability, is both a commitment and a journey to accelerate the Company’s work across these areas. It is based on our belief that, together with our industry, we can deliver the change required to create a positive impact in society and a more sustainable future. Design the Change is focused on three areas: Creating Timeless Style, Protecting the Environment and Championing Better Lives and its foundation is 16 ambitious goals that will guide the Company’s work in citizenship and sustainability. Ralph Lauren has also signed onto the United Nations Global Compact (UNGC), joining other companies across industries to implement universal sustainability principles and to take steps to support UN goals. For more information visit our Company [website](http://www.ralphlauren.com).

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ABOUT RALPH LAUREN

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Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in five categories: apparel, footwear & accessories, home, fragrances and hospitality. For more than 50 years, Ralph Lauren’s reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company’s brand names, which include Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children, Chaps and Club Monaco, among others, constitute one of the world’s most widely recognized families of consumer brands. For more information, go to <https://corporate.ralphlauren.com>.