



## Ralph Lauren Opens “World of” European Flagship Store & The Bar at Ralph Lauren in Milan

*Ralph Lauren returns to Milan with the ultimate lifestyle offering rooted in craftsmanship, hospitality and unique customer experiences*

NOVEMBER 17, 2021 – MILAN AND NEW YORK, NY – Ralph Lauren (NYSE: RL) unveils its newest flagship store in Via della Spiga, in the heart of Milan’s “Quadrilatero della Moda”. The ‘World of Ralph Lauren’ store will feature Ralph Lauren’s Men’s, Women’s and RRL brands and will be an ultimate expression of Ralph Lauren as a global leading lifestyle brand. The store will also feature the brand’s first hospitality experience in Italy – The Bar at Ralph Lauren, offering uniquely American service and cuisine with a Milanese twist.

*“There is something about Milan that touches me—its timeless beauty, its winding cobbled streets, the patina of ancient facades, the sound of bells marking the time of day and a way of living imbued with traditions of both past and future. These are the things that inspired me to share my world of fashion and hospitality in the heart of Milan in the beauty of a Milanese residence and The Bar at Ralph Lauren— a place to gather and enjoy a morning coffee or an evening aperitivo in the intimacy of a romantic courtyard.” – Ralph Lauren*

Reimagining a grand Milanese residence with an intimate scale, rich in detail and layered with history, the store, the bar and courtyard will cover five floors and nearly 16,000 square feet. The World of Ralph Lauren blends that which is distinctly American with the allure of Italian style and craftsmanship. The interiors are crafted from traditional materials of tumbled limestone and terracotta. Reclaimed wood floors are paired with wood panelling and accented with bronze, aged brass and wrought iron. The entire space is layered with vintage objects, iconic artwork, antique furniture and custom millwork.

Located on the ground floor, The Bar at Ralph Lauren is a warm and intimate space with a turn of the century character that opens directly onto the rear garden for outdoor dining. The Bar is one-of-a-kind in

Milan, offering cuisine inspired by Ralph Lauren’s personal favourites including the classic burger and iconic mini lobster rolls, as well as a selection of vintage wine and bespoke cocktails. The Bar will be open throughout the day and serve coffee and pastries in the morning, a light lunch and aperitivo.

A central staircase inspired by residential design connects all floors and brands housed in the building. The iconic RRL line will be displayed on the ground floor, with Men’s Polo and Accessories on the first floor and Purple Label and Made-To-Measure on the second. Womenswear will be set across the top two floors and will feature Polo, Accessories and Collection. To complete the World of Ralph Lauren offering, a selection of Home gifting and decorative accessories will also be available throughout the store.

The new Milan flagship store will also be accessible on a global scale thanks to an immersive shopping platform – the RL Virtual Experience. Customers are invited to shop the latest collections and discover the new hospitality offering and luxury services, including Made to Measure tailoring, dedicated gift curation and private styling appointments. From early December onwards, customers can virtually step into the elegant and festive world of Ralph Lauren during the Holiday season and unlock exclusive gifts and custom experiences.

To commemorate the opening and in line with Ralph Lauren’s long commitment to cancer care and prevention, Ralph Lauren Corporation will reinforce its support of its Pink Pony ([www.ralphlauren.it/pink-pony](http://www.ralphlauren.it/pink-pony)) local beneficiary AIRC Foundation for cancer research in Italy. Via a donation and annual fundraising initiatives, efforts will support breast cancer research.

The Milan flagship store opening builds on Ralph Lauren Corporation's targeted expansion across Europe, Asia and North America as part of its Next Great Chapter strategy to deliver sustainable, long-term growth and value creation. The Company believes in building elevated city ecosystems comprised of a mix of emblematic or flagship stores, smaller boutiques, wholesale partnerships and digital platforms, including a local digital flagship presence. Recent store openings in Italy include a Ralph Lauren store in Forte dei Marmi and Polo Ralph Lauren store in Florence. Previous openings across the region include also Rome, Turin, Bergamo, Bologna, Catania, Palermo and Padova. The physical store expansion complements Ralph Lauren's digital growth with key Italian retailers including [Yoox.com](https://www.yoox.com), [Luisaviaroma.com](https://www.luisaviaroma.com), [Slamjam.com](https://www.slamjam.com) as well as Ralph Lauren's local digital flagship [RalphLauren.it](https://www.RalphLauren.it).

#### **ABOUT RALPH LAUREN CORPORATION**

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 has sought to inspire the dream of a better life through authenticity and timeless style. Its reputation and distinctive image have been developed across a wide range of products, brands, distribution channels 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 and Chaps, among others—constitute one of the world's most widely recognized families of consumer brands. For more information, go to <https://corporate.ralphlauren.com>.