



Ralph Lauren Named Official Lifestyle Apparel Partner of Pebble Beach Resorts

Debuts a new retail location at one of the world's most iconic golf resorts

MAY 29, 2026 — Pebble Beach, California — Ralph Lauren Corporation and Pebble Beach Resorts announced a new partnership, establishing Ralph Lauren as the Official Lifestyle Apparel Partner of Pebble Beach Resorts. As part of the partnership, Ralph Lauren will open a new retail store on the property, marking the destination's first and only brand retail concept.

For nearly 60 years, Ralph Lauren has defined the intersection of sport and style, and few destinations in the world embody that spirit like Pebble Beach.

Located adjacent to The Lodge and steps from the first tee of the famed Pebble Beach Golf Links, the store serves as a key anchor within the resort's retail landscape, offering a luxury lifestyle assortment tailored to the destination. A curated selection of apparel, accessories and footwear across Men's Purple Label, Women's Collection and Men's and Women's Polo Ralph Lauren, including special co-branded Pebble Beach apparel and accessories, will be available for purchase.

Reflecting the brand's timeless aesthetic, the store features a refined interior inspired by the natural beauty of Pebble Beach, including bronze and aged brass accents, stained oak millwork, limestone flooring, layered lighting and a bright, airy atmosphere.

In addition, RLX, Ralph Lauren's offering of performance-driven design and elevated functional sportswear, will be available within the Pebble Beach retail stores and pro shops throughout the property.

The opening underscores Ralph Lauren's continued expansion under its *Next Great Chapter: Drive* strategy and reinforces the brand's commitment to delivering elevated lifestyle experiences globally. The Pebble Beach store joins other recently opened Ralph Lauren locations in California, including Jackson Street in San Francisco and Fashion Island in Newport Beach.

Ralph Lauren at Pebble Beach Resorts

17 Mile Drive
Pebble Beach, CA 93953

Store Hours

Monday through Sunday 9 AM – 6:30 PM

ABOUT RALPH LAUREN CORPORATION

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of luxury lifestyle products in five categories: apparel, handbags, footwear & accessories, fragrances, home, and hospitality. For nearly 60 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, Double RL, Polo Ralph Lauren, Lauren Ralph Lauren, RLX 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, visit <https://corporate.ralphlauren.com>.

ABOUT PEBBLE BEACH COMPANY

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts®, including The Lodge at Pebble Beach™, The Inn at Spanish Bay™, and Casa Palmero®. The company also operates five renowned golf courses: Pebble Beach Golf Links®, Spyglass Hill® Golf Course, The Links at Spanish Bay™, Del Monte™ Golf Course, and The Hay. Its other famed properties include scenic 17-Mile Drive®, The Spa at Pebble Beach™ and Pebble Beach Golf Academy™. It annually hosts premier events such as the AT&T Pebble Beach Pro-Am, Pebble Beach Concours d'Elegance®, Pebble Beach Food & Wine, TaylorMade Pebble Beach Invitational, and the PURE Insurance Championship Impacting The First Tee. Future site of the 2027, 2032, 2037, and 2044 U.S. Open Championships and the 2035, 2040 and 2048 U.S. Women's Opens, Pebble Beach Golf Links® has hosted six U.S. Opens, five U.S. Amateurs, one PGA Championship, one U.S. Women's Open and numerous other tournaments. For reservations or more information, please call 800-654-9300 or visit pebblebeach.com.

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