



## The World of Ralph Lauren Comes to Life in the Hamptons for a Special Fashion Experience

NEWYORK – September 5, 2024 – Ralph Lauren (NYSE:RL) presents his Spring 2025 Ralph Lauren Collection, Purple Label and Polo Ralph Lauren lines for men, women and children set against the natural beauty of Bridgehampton in a special runway show and hospitality experience.

Ralph Lauren is renowned for transformative runway experiences that transport guests into his world that is not only cinematic, but personal. This season, that world is Ralph Lauren’s cherished ‘home away from home’. The Hamptons serves as a canvas and special show venue for his Spring 2025 collection. It’s the backdrop to some of his most cherished memories with his family – driving in the open-air, embracing salty breezes, passing by vibrant farm stands, charming shingled cottages, sandy dunes, and the endless expanse of blue sky and ocean.

*“The Hamptons is more than a place. It’s a natural world of endless blue skies, the ocean, green fields, and white fences, rusticity and elegance with a quality of light that drew artists here decades ago. It has been home, my refuge and always an inspiration,” Ralph Lauren.*

The Spring 2025 Ralph Lauren Collection and Purple Label lines embody the essence of coastal sophistication and a spirit of romantic simplicity drawing inspiration from the Hamptons’ natural splendor. Iconic blazers, impeccably tailored suits, and refined menswear shirts are rendered in a palette of blue and white, echoing the pristine sandy shores, expansive cerulean skies, and the depths of the Atlantic Ocean that embrace Long Island’s coastline. Classic Ralph Lauren silhouettes are updated with sensual draping to capture the eclectic romance and rugged elegance found in the beachside towns.

Seaside themes and sporting styles in shades of blue and crisp white continue into the Polo Ralph Lauren collection. Spectator style is re-imagined with bold graphic patterns and vivid colors that breathe new life into classic Polo Ralph Lauren styles, honoring the storied equestrian history of the Hamptons. The childrenswear embodies the timeless charm synonymous with Ralph Lauren and cherished across generations.

This season celebrates the introduction of “The Ralph”, a new family of luxury handbags in the Ralph Lauren Collection. Inspired by Ralph Lauren’s passion for cars, the structural bags constructed from supple leather feature elegant hardware constructed from mix polished metals and Radica wood, mimicking the interiors of vintage automobiles and honoring fine Italian craftsmanship. Punctuating the guest experience, a curated selection from Ralph Lauren’s world class automotive collection captures an eclectic inside look at his longtime passion for functional beauty, greets guests as they arrive.

Following the runway show, guests will be welcomed into a faithful recreation of Ralph Lauren’s iconic hospitality experience – The Polo Bar – infusing into the evening the sophistication and the effortless elegance of a Hamptons summer evening. Guests will be ushered through the ‘Tack Room’, decorated with deep green beadboard walls, adorned with saddle racks, polo helmets and colorful mallets welcoming guests into a reproduction of the iconic bar at The Polo Bar, including brass lanterns, silver champagne bowls, glass shelves and a brass topped bar. Guests will then be greeted by The Polo Bar’s maitre d’ and waitstaff and seated in the main dining room, featuring coffered ceilings with faceted lighting, green billiard wallcoverings and cozy, intimate banquettes for seating. A locally sourced menu featuring just-caught local fish as well as the iconic Polo Bar Burger will be served on the restaurant’s signature green and white dinnerware, accented with silver service ware. Well known for its creative cocktail offering and extensive wine list, The Polo Bar will offer a bespoke cocktail for the evening, fittingly named ‘Hamptons Spritz’, alongside wine pairings including wines from the North Fork of Long Island.

## 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, 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, visit <https://corporate.ralphlauren.com>.

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