



RALPH'S CLUB NEW YORK

Ralph Lauren Introduces Ralph's Club for New York Fashion Week

A Modern Nod to the Glamorous New York Nightlife of the 1930s

September 7, 2019—Ralph Lauren debuts The Fall 2019 Collection with an immersive, content-first experience within Ralph's Club, a sleek and stylish Art Deco-inspired nightclub.

"I've always loved the way a woman looks in a tuxedo, from my first women's collection until now. My Fall 2019 Women's Collection celebrates that timeless style, more relevant than ever, for the modern woman who is both independent and glamorously contemporary." — Ralph Lauren

Located in the heart of historic downtown Manhattan, Ralph's Club draws inspiration from the glamorous New York City lifestyle of the 1920s and '30s. The setting reimagines a glittering era when New Yorkers dressed to see and be seen, translating the concept of occasion dressing for modern fashion consumers. To showcase the spirit of the new collection, Ralph's Club will welcome guests to experience this inspired atmosphere through the lens of Ralph Lauren, articulated through fashion, hospitality, and a thematic live performance.

The Fall 2019 Collection celebrates the art of black-tie dressing as a powerful expression of modern femininity. Inspired by the timeless elegance of tailored tuxedos and sleek evening attire, the collection merges classic silhouettes with a new sense of effortlessness and exquisite detailing. From languid, soigné eveningwear to new interpretations of club wear, the collection captures the lively spirit of the Art Deco nightclub as envisioned by Mr. Lauren.

A refined black and white palette is punctuated by vibrant hues of amethyst, crimson, sapphire blue, and yellow in decadent satins, velvets, lamé, sequined cashmere, and faux fur. Each color and texture enhance the season's study in dressing for an occasion. Intricate embroideries, sequins, and crystals embrace the era's geometric designs for a sophisticated mix of heritage and glamour. Elements of surprise provoke unexpected charm throughout the collection, most notably by flirty

lacquered leather dancer's skirts and feather minis paired with sexy beaded tops, as well as a short black sequin cocktail dress featuring the iconic Martini Polo Bear. The designer's signature tuxedo is reimagined through unique pairings of formal detailing, including dress shirts with bib fronts and winged collars that are finished with a petite or dramatic bow.

The collection is enhanced with Art Deco-inspired statement earrings, adding a touch of opulence to the season. Footwear embodies authentic tuxedo details through black patent leather finishes and structured grosgrain bows. Mr. Lauren completes his collection with new evening bags, including a leather canteen silhouette, gleaming takes on traditional minaudieres, and glittering beaded pouches. The RL50 Handbag, which debuted in early 2019, returns for fall in new variations, including tuxedo-inspired satin minis and a collectable iteration set atop a vanity box.

Ralph's Club is an expansion of the brand's evolution to create unique experiences, driving a clear fashion and cultural narrative to engage with a global audience. The tuxedo, which has been synonymous with the brand since the designer's first show, makes a powerful statement throughout the collection, celebrating the iconic look and exquisite craftsmanship that has defined the Ralph Lauren brand for more than 50 years.

The experience will be made available to consumers worldwide through livestreaming on Ralph Lauren's global social media platforms and at RalphLauren.com.

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ABOUT RALPH LAUREN

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>.