



# Ralph Lauren Corporation Unveils Digital Product Identities to Tens of Millions of Products

*Technology powers product authentication, delivers an enhanced consumer experience and drives supply chain innovation*

November 1, 2019 (New York) – Ralph Lauren Corporation (NYSE: RL) announces the launch of Digital Product Identities (IDs) for tens of millions of Ralph Lauren products, starting with the Polo brand, as it continues to deliver on its strategic priority to Lead with Digital. As an iconic global luxury brand symbolizing timeless style, Ralph Lauren’s Digital Product IDs give consumers the reassurance of authenticity paired with a connected product experience. By scanning the Digital Product ID on the product label with a smartphone, consumers can confirm whether their purchase is authentically Ralph Lauren, learn about the product detail and receive styling tips and recommendations. Equally, the technology provides insight into the supply chain that helps drive efficiency around orders and inventory. Ralph Lauren Corporation (RLC) is the first global retail brand to apply this technology at this scale and in unprecedented ways.

“The launch of Digital Product IDs demonstrates how we continue to use technology to deliver more for our consumers and ensure the integrity of our products throughout their lifecycle,” says David Lauren, Chief Innovation Officer. “The application of this technology means every Polo product will be ‘born-digital’ which represents a new milestone in data intelligence innovation in our sector.”

The new technology gives consumers the power to authenticate Polo products themselves – simply and immediately, helping to combat counterfeits, grey market items and trademark infringement that can confuse the market. Digital Product IDs provide consumers with the reassurance that they have purchased an authentic Polo product.

In addition to authentication, creating unique digital identities for each product enables a variety of applications that personalize the consumer shopping experience and create efficiencies across supply chain management. These include increased connectivity for consumers who

can scan the QR code to receive additional product details and styling recommendations. Across the supply chain, Digital Product IDs enable real-time visibility to track product from the point of manufacture and improve inventory management.

Ralph Lauren’s Digital Product IDs are hosted on an agile platform and as the program scales, new features are continually being explored to unlock the full potential of this technology and build a stronger, more personalized relationship between RLC and its consumers.

Digital Product IDs are being phased into all Polo Ralph Lauren products and are currently available for certain products in select global retail stores and on [RalphLauren.com](http://RalphLauren.com).

RLC’s mass-scale product digitization was led in partnership with EVRYTHNG, a connected IoT platform, and with technology partner Avery Dennison.

## MEDIA CONTACT

Neha Wadhwa  
Senior Director, Corporate Communications  
[Neha.Wadhwa@ralphlauren.com](mailto:Neha.Wadhwa@ralphlauren.com)

## 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>.