



Ralph Lauren Announces Date of Special Digital Performance by Chance the Rapper

The performance will air on the artist's and Ralph Lauren's social channels on September 14th

CHICAGO, IL, SEPTEMBER 12, 2020 - Chance the Rapper, in collaboration with Ralph Lauren, will give a special digital performance on September 14th at 9:00pm ET. Filmed at the Ralph Lauren flagship store in Chicago, the pre-recorded live performance will be available globally streamed on Chance's and the brand's social channels.

"Music and fashion to me have always been interlinked. Ralph Lauren has always been one of my favorite designers, right by my side for some of my favorite moments in my career and personal life. This intimate virtual concert ties together all the greatest events of my life and allows me to sing about them the way I always wanted to." -Chance the Rapper

The GRAMMY award-winning artist and iconic American brand have collaborated many times over the years, including in 2016 when Chance wore an RRL shirt for the cover of his critically-acclaimed mixtape, Coloring Book, and in September 2018 when he attended Ralph Lauren's 50th Anniversary Fashion Show.

While the pre-recorded performance won't go live until September 14th, launching today, fans will have the opportunity to get a glimpse into the experience through an interactive augmented reality waiting room on Snapchat. Set within a virtual Ralph Lauren space and infused with key design elements inspired by Chance, the experience welcomes guest to engage with the space by unlocking various interactions. These unlocks include a nostalgic look back at Chance's iconic career, as well as a look ahead - all interloped through music, technology, art and the fashion of Ralph Lauren.

The performance will air beginning at 9pm on September 14th and can be viewed globally on Chance's social channels, as well as [Ralph Lauren's](#)

[website](#), [Instagram](#), [Facebook](#), and [YouTube](#) platforms. The channels will continue to showcase the video 24 hours after the performance goes live.

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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'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>.