



Ralph Lauren Introduces the Latest in On-Demand Manufacturing

Made to order with recycled fabrics and Primaloft® Thermoplume™ insulation

NEW YORK, NY — OCTOBER 22, 2020 — As a pioneer in retail innovation and a leader in digital-first, on-demand customization, Ralph Lauren is once again taking technology and personalization to the next level. This holiday season, the brand is evolving its on-demand manufacturing experience to include one of its best-selling outerwear pieces – the packable quilted jacket. With an exterior made from recycled nylon and polyester fabrics, as well as recycled down-alternative insulation, the packable quilted jacket reinforces the brand's commitment to sustainably source 100% of key materials by 2025, including using recycled alternatives.

Considered the ultimate vehicle for self-expression, the Create Your Own Custom Program (CYO) has steadily evolved from on-demand manufacturing of the iconic Polo Shirt with a variety of color options and graphics to choose from, to over 500 ways to customize Ralph Lauren's signature styles, including crewneck sweaters, fleece and oxford shirts across its various capabilities: Knit Your Own, Create Your Own and Print Your Own.

The introduction of the custom packable jacket marks one of the first times an apparel company applies this type of on-demand manufacturing technology to outerwear. There is no pre-made inventory – the product is cut and sewn to order. Customers decide their own style of the jacket from vest, to hooded or mock neck. They choose the base color, sleeve, hood and zipper colors, and then further personalize the outerwear with a choice of polo pony logo colors then add a name or personal message to the inside label. The experience provides customers with the opportunity to create a perfectly unique, one-of-a-kind item. Launching at the onset of the holiday season, the custom outerwear piece also makes the ideal gift.

With this expansion of the Ralph Lauren innovative custom program, the brand continues to explore the world of on-demand manufacturing, a model with both immediate and long-term benefits, including reducing product inventory and waste, eliminating the need for markdowns and allowing for rapid fulfillment and agility in meeting consumer desires and taste. As traditional manufacturing processes give way to new technologies, the company looks to be at the forefront of what is emerging as a revolutionary new approach to meeting the needs of today's consumer.

Polo Ralph Lauren is the First American Fashion Designer to use 100% Recycled *Primaloft® Thermoplume™*. The Recycled *Primaloft® Thermoplume™* is made entirely from recycled plastic bottles and within garment construction it provides the same loft and insulation warmth as conventional Down, now incorporated into the Ralph Lauren packable down outerwear and the custom packable jacket.

The custom packable jacket will be exclusively available on RalphLauren.com in the US and EMEA across men's, women's and kids starting October 22nd. All customized pieces will ship directly to consumers with a complimentary packable pouch that can also be personalized. Customers are invited to share their designs at #myRL

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>.

ABOUT DESIGN THE CHANGE

Design the Change, Ralph Lauren Corporation's renewed strategy on global citizenship and sustainability, is both a commitment and a journey to accelerate the Company's work across these areas. It is based on our belief that, together with our industry, we can deliver the change required to create a positive impact in society and a more sustainable future. Design the Change is focused on three areas: Creating Timeless Style, Protecting the Environment and Championing Better Lives and its foundation are ambitious goals that guide the Company's work in citizenship and sustainability. The Company has also signed onto the United Nations Global Compact (UNGC), joining other companies across industries to implement universal sustainability principles and to take steps to support UN goals. For more information go to <https://corporate.ralphlauren.com/design-the-change>.

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