



Ralph Lauren Opens Luxury Concept in Miami's Iconic Design District

Creates global luxury destination combining the creative power of luxury lifestyle, digital innovation and immersive experiences

MIAMI, FL and NEW YORK, NY – April 4, 2023 – Ralph Lauren (NYSE: RL) announces the opening of a new luxury concept in Miami's iconic Design District – bringing the brand's signature vision of timeless luxury to one of the most unique shopping and design destinations in the country. The Design District represents the intersection of luxury fashion, art and culture, and the brand will engage this vibrant community through a series of innovative and immersive moments throughout the year.

Luxury Lifestyle

Showcasing the modern elegance, effortless sophistication and exceptional craftsmanship of the Company's luxury labels, the new store will offer a thoughtfully curated assortment of Men's Purple Label and Women's Collection apparel and accessories, alongside one-of-a-kind handbags and accessories exclusive to the Design District location. Taking inspiration from contemporary yachts and waterfront residences, the 4,135 sq foot store design features a sleek, crisp and modern design. Warm teak wood plank and white tile flooring is paired with blond mahogany wood millwork, alongside stainless steel and black ebonized detailing. The space is rich layered throughout with furniture from the Ralph Lauren Home Collection, a carefully curated collection of bold, modern artwork and unique, striking objects.

Inspired by the creative spirit of the store's location, a mural on the Miami Design District Museum Garage Wall will feature an artistic reinterpretation of the Women's Collection Spring '23 campaign.

Innovative Consumer Experiences

In celebration of the opening, Ralph Lauren will collaborate with Poolsuite, a Web3 community deeply rooted in the Miami lifestyle and aimed at building the future of internet leisure, to unveil a multi-tiered partnership, engaging a new audience. For Poolsuite's first-ever brand

collaboration, a co-designed Ralph Lauren x Poolsuite NFT will be gifted to all existing Poolsuite community members, unlocking exclusive access to attend a special event. In addition, holders of the Poolsuite's Grand Leisure collection will be able to update their 'Leisurist' Avatars with digital Ralph Lauren looks, using the vintage-vehicle-inspired 'RL-3000' website.

Additionally, the store will become the first Ralph Lauren store to accept cryptocurrency as a form of payment. In partnership with BitPay, customers will be able to make purchases with multiple cryptocurrencies including Bitcoin (BTC), Ethereum (ETH) and Polygon (MATIC).

Within the store, interactive digital screens will unlock the full breadth of Ralph Lauren products, allowing customers to discover and explore any item available in North America, book interactive styling appointments, integrate their wish lists and more.

The World of Ralph Lauren

In late April, the world of Ralph Lauren will come to life in Miami for the first time through an immersive experience at a water-front private estate in North Miami, complete with manicured gardens and a spectacular pool with incredible views of Biscayne Bay and the Miami skyline. Over the course of three days of activations, guests will be transported to a distinctly Ralph Lauren expression of coastal living. Wicker lounge chairs accented with crisp navy and white awning stripes, touches of gold decorative accessories and classic blue-and-white entertaining moments from the Home collection capture the spirit of Riviera-chic style.

The Miami store opening builds on Ralph Lauren Corporation's targeted expansion across North America, Europe and Asia as part of its Next Great Chapter: Accelerate strategy. The Company believes

in building elevated ecosystems that integrate both digital platforms and physical stores and bring the World of Ralph Lauren to life for its consumers around the globe.

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, go to <https://corporate.ralphlauren.com>.

SPECIAL NOTE REGARDING FORWARD-LOOKING STATEMENTS

This press release contains goals, initiatives and “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include statements regarding, among other things, the Company's targeted regional expansion as part of its strategic plan and acceptance of cryptocurrency as a form of payment. Forward-looking statements are indicated by words or phrases such as “anticipate,” “aim,” “outlook,” “commit,” “estimate,” “ensure,” “expect,” “project,” “believe,” “envision,” “seek,” “goal,” “target,” “can,” “will,” and similar words or phrases. These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements to be materially different from the future results, performance or achievements expressed in or implied by such forward-looking statements. Forward-looking statements are based largely on the Company's expectations and judgments and are subject to certain risks and uncertainties, many of which are unforeseeable and beyond Company control. The factors that could cause actual results, performance or achievements to materially differ include, among others, the risk factors identified in the Company's Annual Report on Form 10-K filed with the Securities and Exchange Commission. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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