



Ralph Lauren Unveils New Pride Collection And Dedicated Campaign That Celebrates The LGBTQIA+ Community

Proceeds to benefit Stonewall Community Foundation and its Affiliates

NEW YORK, NY – May 21, 2019 – This year, Polo Ralph Lauren will unveil the Pride capsule collection, a five-piece gender-neutral collection for adults and children as well as a dedicated marketing campaign that celebrates individuality and inclusion. The company has partnered with Stonewall Community Foundation on this collection and will donate a percentage of the purchase price of the various collection items to benefit LGBTQIA+ organizations around the world.

The marketing campaign features a diverse group of individuals including freeskier, Olympic medalist, and activist Gus Kenworthy; ballet dancer Harper Watters; writer, comedian, and actress Patti Harrison; photographer and model Jacob Bixenman; actress Josie Totah; and Hetrick-Martin Institute (HMI) affiliates Evrisha, Tyriq, and Cory, all shot by photographer Cass Bird. Each featured individual is deeply rooted in the LGBTQIA+ community and celebrated for their individuality. The dynamic social and digital marketing campaign, which will run across a variety of LGBTQIA+ media, launches on May 21 and highlights their experiences with life, love, and self-expression.

The Pride capsule collection is gender-neutral, available in adult and youth sizes, and features the iconic Polo Pony reimagined in rainbow stripes. The collection consists of a graphic tee, Polo shirt, hoodie, tote, and baseball cap. One hundred percent of the purchase price from the sale of each graphic tee and 50% of the purchase price from the sale of each Polo shirt, hoodie, hat, and tote will be donated to Stonewall Community Foundation, benefitting an international network of LGBTQIA+ organizations.

Ralph Lauren Corporation and The Polo Ralph Lauren Foundation have a long-standing history of supporting the LGBTQIA+ community. Support has been provided through volunteer activations, corporate initiatives, and financial grants. Our partners have included, but are not limited to, the Hetrick-Martin Institute, amfAR, AIDS Walk New York, God's Love We Deliver, and the Elton John AIDS Foundation.

The company also stands with the United Nations global standards for business protecting the rights of the LGBTQIA+ community in the workplace, and has been a proud sponsor of the AIDS Walk New York since 1990.

For decades, the iconic Polo shirt has been used as a global symbol to help raise millions of dollars for philanthropic and social impact, including funding breast cancer research and care through the Pink Pony Fund, raising funds for global disaster relief, and supporting the LGBTQIA+ community.

The Pride capsule collection will be available globally starting mid-May in select Ralph Lauren retail stores; on RalphLauren.com; at Macy's, Bloomingdale's, Saks Fifth Avenue, Lord & Taylor, and HBC in North America; as well as at David Jones' Market Street and Elizabeth Street in Australia.

Click [HERE](#) for images

Click [HERE](#) to see the video

The Cast

The pride flag is the emblem of the community and consists of six colors each which have a meaning.



Gus Kenworthy

IG: @guskenworthy
Color: BLUE for Serenity

Gus is a freeskier and an Olympic silver medalist, and LGBTQIA+ activist.

“Serenity is being at peace with yourself.”
—Gus Kenworthy



Harper Watters

IG: @theharperwatters
Color: ORANGE for Healing

Harper is a soloist at the Houston Ballet.

“Healing has to be incorporated into the pride flag because of everything we’ve been through as a community. We’re constantly healing. Healing each other, healing ourselves.”
—Harper Watters



Josie Totah

IG: @josietotah
Color: YELLOW for Sunlight

Josie is a television and film actress.

“When you think of the color yellow... it means visibility. It just says, ‘Hey, we see you; we support you; we love you; we recognize you.’”
—Josie Totah



Jacob Bixenman

IG: @jacobbix
Color: GREEN for Nature

Jacob is a model and photographer.

“Pride is a celebration of love. It’s a day when everyone can get together, and rather than setting aside their differences, they can celebrate them—no matter who you are, what you are, or who you love.”
—Jacob Bixenman



Cass, Ali, Mae & Leo Bird

IG: @cassblackbird,
@aliblackbird
Color: RED for Life

Cass is a photographer/director and Ali is the Managing Partner at The Wall Group.



Evrisha, Tyriq & Cory

Color: PURPLE for Spirit

Evrisha, Tyriq and Cory are New York natives affiliated with the Hetrick Martin Institute. Evrisha is interested in education. Tyriq is an aspiring choreographer. Cory is an actor.

“The spirit of pride is shedding away the labels and [saying], ‘Here I am.’” —Evrisha



Patti Harrison

IG: @party_harderson
Color: RED for Life

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Patti is a writer, comedian, and actress. She is a writer for the upcoming season of *Big Mouth* on Netflix and currently starring on Hulu’s *Shrill*.

“Pride means knowing and owning your authentic self.” —Patti Harrison