



# Ralph Lauren Unveils New Pride Campaign and Collection: Together We Stand

*to benefit Stonewall Community Foundation and its affiliates*

NEW YORK, NY – June 22, 2020 – This year is proving monumental in the fight for equality, and this Pride month is recognition of that bravery and a reflection of its roots. Ralph Lauren stands for a community where all voices matter and where all differences are celebrated; diversity and inclusion are an integral part of the brand's DNA and it is paramount to stand together in solidarity during these times. Building on a 30-year history of supporting and advancing LGBTQIA+ issues through volunteer activations, corporate initiatives and financial grants, Ralph Lauren will launch a digital marketing campaign and a ten-piece gender-neutral Polo Pride collection for adults and children. The company has partnered with the Stonewall Community Foundation to donate a portion of the purchase price of each item sold in order to benefit LGBTQIA+ organizations around the world. The Stonewall Community Foundation prioritizes and lifts up those who experience the greatest vulnerability within the community, including communities of color and transgender, gender non-conforming, and non-binary people.

The dynamic digital marketing campaign showcases stories of inclusion, freedom, equality and self-love. Featuring a diverse group of individuals who each created their own unique content for the campaign through elegant self-portraits and videos, the cast includes actor, model, and activist Indya Moore; writer, producer and actor Dan Levy; singer and actor Jeremy Pope; illustrator Richard Haines and artist Deep Pool; models Erika Linder and Heather Kemesky; author Sarah M. Broom; producer and director Greg Berlanti alongside soccer player and producer Robbie Rogers; chef Kristen Kish; US army veteran Anthony Woods; TikTok duo Ebony and Denise from Team2Moms; as well as photographers Micaiah Carter, Soraya Zaman, and Cass Bird with her family. Each individual is deeply rooted in the LGBTQIA+ community and this campaign proudly shares their messages to the world about identity, racism, liberty, individuality and what they stand for. The

marketing campaign launches on June 22nd across the brand's digital and social channels, highlighting each person's voice with a unifying message of standing together in solidarity for change.

Additionally, Ralph Lauren will be partnering with key LGBTQIA+ media outlets globally, such as them. and Têtu that represent and cover issues that speak to the community year-round. Support will kick off with virtual Instagram Live, YouTube and Twitch Events that celebrate Pride month, amplifying queer voices and hosting conversations of community changemakers.

"Pride is another way for us to prove that love transcends all borders, and that by standing together with the LGBTQIA+ community, the Black community and their allies, we can send a message of solidarity to the world," said David Lauren, Chief Innovation Officer, Ralph Lauren.

The Polo Pride capsule collection is gender-neutral, available in adult and youth sizes and features the iconic Polo Pony reimagined in rainbow colors. The collection consists of a Polo shirt, graphic tee, tank top, sweatshirt, flag sweater, fanny pack, baseball cap, water bottle, socks, and a dog Polo. 100% of the purchase price from the sale of each Polo shirt and dog Polo shirt, and 25% of the purchase price from the sale of each graphic tee, sweatshirt, flag sweater, fanny pack, baseball cap, and socks will be donated to Stonewall Community Foundation. Additionally, Ralph Lauren Fragrances is introducing limited-edition Pride packaging on select fragrances along with a supplemental donation to the Stonewall Community Foundation.

The Stonewall Community organization makes values-driven investments in dynamic organizations, projects, and leaders. As a cornerstone of their identity and values, Stonewall Community Foundation prioritizes and lifts up those who experience the greatest

vulnerability within the queer community, including communities of color and transgender, gender non-conforming, and non-binary people. Longstanding grantee partner examples include Sylvia Rivera Law Project, Audre Lorde Project and Ali Forney Center, among many others working on change.

Ralph Lauren Corporation and The Ralph Lauren Corporate Foundation have a long-standing history of supporting the LGBTQIA+ community. Support has been provided through volunteer activations, corporate initiatives, and financial grants. 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 is also a member of the United Nations Human Rights Business Standards for LGBTI, standing with the UN global business standards that protect the rights of the LGBTQIA+ community in the workplace, and has been recognized by the Human Rights Campaign as one of the Best Places to work for LGBTQIA+ Equality.

The Pride capsule collection is currently available globally on [RalphLauren.com](https://RalphLauren.com).

## 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>.

## CONTACT

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# The Cast



**Indya Moore**

📷 @indyamoore

Indya Moore is an actor, model and social activist. Moore currently stars in the groundbreaking, Golden Globe and Emmy nominated FX series "Pose." Moore was included in Time magazine's 2019 100 Most Influential People list as well as The Hollywood Reporter's Next Gen list and Forbes 30 Under 30. Moore is the first transgender person to appear on the cover of Elle magazine.



**Cass, Ali, Mae & Leo Bird**

📷 @cassblackbird  
📷 @aliblackbird

Cass is a photographer/director and Ali is the managing partner at The Wall Group.



**Dan Levy**

📷 @instadanlevy

Daniel Levy is an Emmy® nominated showrunner, and writer, actor, director, and producer, best known for his work on one of the most beloved shows on television, Schitt's Creek



**Micaiah Carter**

📷 @micaiahcarter

Micaiah is a photographer.



**Jeremy Pope**

📷 @jeremypope

Grammy & Tony Nominated singer and actor Jeremy Pope is currently starring in the Netflix series, HOLLYWOOD from creator Ryan Murphy. Pope recently made history as the first African-American man to be Tony-nominated for separate performances in the same year, garnering a Best Lead Actor in a Play nomination for his Broadway debut in CHOIR BOY and receiving a Best Supporting Actor in a Musical Nomination for his Broadway musical debut in AIN'T TOO PROUD - The Life and Times of The Temptations.



**Erika Linder & Heather Kemesky**

📷 @richiephoenix  
📷 @heather\_kemesky

Erika Linder is a Swedish model and actress. With androgyny playing a big part in her work, Linder boasts an impressive array of runway editorial, and film appearances.

Heather Kemesky first hit the runway as a teen, but a series of inspired evolutions led to her coming out on the runway and coming into her own. Heather has found the power of creativity, creating and publishing photo and collaged narrative works made in collaboration with her girlfriend Erika Linder.





## Soraya Zaman

@@sorayatzaman

Soraya is a photographer.



## Greg Berlanti and Robbie Rogers

@@robbierogers

@@gberlanti

Greg Berlanti is a writer, director, producer and Robbie Rogers his husband, is a former professional soccer player, now producer. They live in Los Angeles with their two children.



## Richard Haines

@@richard\_haines

Richard Haines: After years in the world of fashion design, Richard's career has now come full circle allowing him to emerge as one of today's most sought after fashion illustrators. Haines balances a busy stream of clients while drawing everything he sees from high couture fashion in Europe to the local boys in his Bushwick, Brooklyn neighborhood.



## Sarah M. Broom

@@sarah\_m\_broom

Sarah M. Broom is a New York Times best-selling writer and her first book, The Yellow House, won the 2019 National Book Award in Nonfiction. She has been awarded a United States Artists Fellowship, a Whiting Foundation Creative Nonfiction Grant, and fellowships at Djerassi Resident Artists Program and The MacDowell Colony.



## Deep Pool

@@deep\_pool\_

Deep Pool is an image maker and artist based out of Brooklyn, NY. Adopted from China in 1997, and raised in New York, their practice takes form as conceptual world building, mirroring a real life narrative which reflects loss and search for identity, sexuality, and transformation. Trained in photography, they received a BFA from Virginia Commonwealth University, and now reside back home in New York



## Anthony Woods

Tony Woods is a US Army Veteran who served two tours of duty in Iraq. He advocated for the repeal of the Military's "Don't Ask, Don't Tell" policy, ran for Congress, and served as a White House Fellow. Tony and his husband Zack live in the Washington, DC area with their dogs Juno and Java.



## Kristen Kish

@@kristenkish

Kristen Kish is the winner of season 10 of Top Chef, an acclaimed author of "Kristen Kish Cooking: Recipes and Techniques" and Executive Chef & Partner of Arlo Grey in Austin, Texas.



## Denise and Ebony Nunez

@@Team2Moms

Ebony and Denise created their brand Team2Moms to help build a safe on-line community for people in the LGBTQ space looking for inspiration on how to live a successful life. Their brand has grown to over 1.7 million followers worldwide, and their content is meant to "normalize" two-mom and two-dad families, all while spreading their love and positivity through advice around parenting, cooking, traveling, and fashion.