

# RALPH LAUREN

ADONIS CREED FOR RALPH LAUREN

CREED

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ONLY IN THEATERS

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## Adonis Creed for Ralph Lauren

NEW YORK — March 2, 2023 — Ralph Lauren and MGM Studios are pleased to announce their special collaboration for the major motion picture *Creed III*, directed by, produced by, and starring Michael B. Jordan.

The iconic American designer provided exclusive tailored looks for the film's protagonist Adonis Creed, portrayed by Michael B. Jordan, that will be available to consumers via a special Made by to Measure program beginning March 2<sup>nd</sup> at select Ralph Lauren stores and online.

The partnership presents a shared story of icons — one in fashion, one in sport — both driven by the pursuit to build the life you desire.

*Creed III* is the third installment in the successful franchise and is Michael B. Jordan's directorial debut. The highly anticipated film opens March 3<sup>rd</sup>, 2023.

The special Made to Measure program will consist of six looks worn by Adonis Creed throughout the film that includes an array of double-breasted suits in pinstripe gray and navy, elegant, relaxed pieces including sweatshirts in a luxurious heavy weight terry cloth fabric, a classic black trench coat and more. Each unique piece will feature a "Custom Tailored for Adonis Creed" label.

### 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>.

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### ABOUT *CREED III*: In Theaters and IMAX March 3<sup>rd</sup>

After dominating the boxing world, Adonis Creed (Michael B. Jordan) has been thriving in both his career and family life. When a childhood friend and former boxing prodigy, Damian (Jonathan Majors), resurfaces after serving a long sentence in prison, he is eager to prove that he deserves his shot in the ring. The face off between former friends is more than just a fight. To settle the score, Adonis must put his future on the line to battle Damian — a fighter who has nothing to lose.

*Creed III* is the third installment in the successful franchise and is Michael B. Jordan's directorial debut.

**Directed by:** Michael B. Jordan

**Screenplay by:** Keenan Coogler & Zach Baylin

**Story by:** Ryan Coogler and Keenan Coogler & Zach Baylin

**Produced by:** Irwin Winkler, p.g.a., Charles Winkler, William Chartoff, David Winkler, Ryan Coogler, p.g.a., Michael B. Jordan, p.g.a., Elizabeth Raposo, p.g.a., Jonathan Glickman, Sylvester Stallone

**Executive Producers:** Sev Ohanian, Zinzi Coogler, Nicolas Stern, Adam Rosenberg

**Cast:** Michael B. Jordan, Tessa Thompson, Jonathan Majors, Wood Harris, Mila Davis-Kent, Florian Munteanu, and Phylicia Rashad

### ABOUT MGM

Metro Goldwyn Mayer (MGM) is a leading entertainment company focused on the production and global distribution of film and television content across all platforms. The company owns one of the world's deepest libraries of premium film and television content as well as the premium pay television network MGM+, which is available throughout the U.S. via cable, satellite, telco and digital distributors. In addition, MGM has investments in numerous other television channels, digital platforms and interactive ventures and is producing premium short-form content for distribution. For more information, visit [www.mgm.com](http://www.mgm.com).

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ADONIS CREED FOR RALPH LAUREN | MARCH 2, 2023