



## Ralph Lauren Debuts The RL 888 Handbag With Dynamic Campaign

*The new campaign features The 888 House, a digital concept store created using CGI technology, that immerses consumers in the multifaceted world of Ralph Lauren*

NEW YORK, NY – August 22, 2023 – Ralph Lauren (NYSE: RL) celebrates the birth of a new icon, The RL 888, a new handbag collection with a style and a signature all its own. Showcasing the exquisite handcraftsmanship of RL's most luxurious label, The RL 888 campaign will highlight the notion of juxtaposition – a signature hallmark of the brand, through the opposition of the sleek, and modern handbag against an otherworldly, rough, and weathered landscape.

“I am inspired by the beauty of the natural world—a land of contradictions where sky and rugged terrain convene. It is the perfect environment to express the unchanging beauty of The RL 888 and the independent spirit and personal style of the woman that writes her own story wherever she lives. She is bold and romantic, modern yet timeless. Like the bag she carries—The RL 888,” said Ralph Lauren, Chief Creative Officer of Ralph Lauren Corporation.

Starring Anna Ewers and Fei Fei Sun, and shot by Carter Berg, the campaign tells the story of a woman and her most personal accessory, sharing its romance not only through photography but through the intimacy and emotion of a film titled “Outside of Time,” directed by Diana Kunst and shot by Robert Elswit. Set against a golden landscape of fields, shadowy peaks, and rustic wooden fences, they roam “outside of time”, becoming different characters in a pared-down tank, weathered jeans, cowboy hat and boots, or a simple black dress – bringing to life their personal style with that of The RL 888.

Comprised of a crossbody, top handle, and mini crossbody chain, each bag from the collection is exquisitely made by skilled artisans in Florence, Italy. Featuring defined angles and dramatic curvature inspired by the iconic architecture of New York City, The RL 888 collection is available in an assortment of exotic fabrications and luxurious box calf leathers. Skillfully selected from the roll, 36 pristine pieces are artfully cut by hand. This luxurious leather lends a sleek shine, smooth texture, and

firm construction to The RL 888 silhouette. The sculptural RL logo, offered in palladium, brass or champagne finishes, serves as a dynamic closure featuring an elevated push lock—embodying graceful function within luxurious form.

### The 888 House

In celebration of the launch, Ralph Lauren will introduce The 888 House – a conceptual digital expression created using state-of-the-art Computer Generated Imagery (CGI) technology that invites consumers to immerse themselves – and shop – the incredible, multifaceted World of Ralph Lauren directly from their homes.

Standing majestically within a virtual desert landscape, The 888 House mirrors the iconic “RL” logo in a surreal fusion of fantasy and reality. CGI technology provides a rich tapestry of intricate 3D modeling, dynamic lighting, and gravity-defying physics, creating an immersive and interactive shopping experience. Upon virtually entering the space, consumers are able to wander through the various rooms and discover shoppable Ralph Lauren Collection Icons and The RL 888 Handbag. Each component of the experience was meticulously rendered, echoing the incredible craftsmanship of the physical handbags and garments, and highlighting the juxtaposition the most luxurious expression of the Ralph Lauren brand with the latest in modern technology.

Ralph Lauren’s future-forward vision extends far beyond this virtual landmark as the brand continues to explore the opportunities of Web3 and innovative ‘phygital’ retail environments that harness the interplay between digital and physical goods and experiences.

Ralph Lauren’s Next Great Chapter: Accelerate strategy is guided by multiple engines for growth across channels, regions and categories – including women’s ready-to-wear and accessories, as well as best-in-class digital technology. The future-forward vision of the RL 888

House extends far beyond this virtual landmark as the brand continues to explore the opportunities of Web3 and innovative 'phygital' retail environments that harness the interplay between digital and physical goods and experiences. The experience can be accessed globally through [RalphLauren.com](https://RalphLauren.com).

Launching in August, The RL 888 campaign will be featured across global print and digital outlets, as well as on the Ralph Lauren digital platforms.

[Download Press Assets](#)   [View The RL 888 House](#)

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## 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>.