



Ralph Lauren and G2 Esports Announce First-of-its-kind Global Partnership Between Luxury and Esports Brands

June 21, 2021 – Berlin, Germany – Global luxury fashion brand Ralph Lauren and G2 Esports (G2), one of the world’s leading entertainment and esports brands, today announces Ralph Lauren as an exclusive fashion outfitter to the G2 team, marking the first time a luxury brand officially outfits an entire esports team on a long term basis. As part of their partnership, Ralph Lauren and G2 will also launch a series of digital-first activations on platforms such as TikTok and Twitch, as well as global campaigns and events.

“Our partnership with G2 will further the progress we are making to bring our powerful heritage brand to life in authentic ways across new platforms. It also underlines our commitment to engage new consumers – including a generation of digital-natives who participate in gaming as a world-class sport and for entertainment,” said Alice Delahunt, Ralph Lauren, Chief Digital & Content Officer.

The G2 partnership marks a next generation addition to Ralph Lauren’s prestigious sporting partnership portfolio, including the U.S. Olympic and Paralympic Teams; The Championships, Wimbledon; the US Open; the Australian Open; the PGA of America and the PGA Championship; the U.S. Ryder Cup team; the U.S. Open Golf Championship; and the American Junior Golf Association.

This summer will see G2’s League of Legends star Rekkles feature in Ralph Lauren’s latest Wimbledon Campaign. The campaign celebrates Ralph Lauren’s 16th year as official outfitter of The Championships, Wimbledon and will feature a selection of other high-profile athletes from a variety of sporting fields.

G2 was founded in 2015 by legendary League of Legends player-turned-team owner, Carlos ‘Ocelote’ Rodriguez, and veteran esports entrepreneur and investor, Jens Hilgers.

“Today is one of the most special days in my life and G2’s history. A brand I have loved for many years is now part of the G2 family. Ralph Lauren has entered the world of gaming in partnership with G2, and nothing makes us happier and prouder than to be able to execute on their strategy while doing our thing. With their support, we will continue to thrive and elevate the way we entertain you. As a lifelong gamer and proud founding CEO, seeing Ralph Lauren enter this industry is an incredible moment I will never forget. I could not be more excited to share with all of you what’s coming,” said Carlos ‘Ocelote’ Rodriguez, Founder, and CEO of G2 Esports.

In the past five years, G2 has built a global fanbase of over 32 million fans spanning EMEA, North America, Latin America and Asia Pacific. International household name brands are increasingly recognizing the opportunities that esports can offer to tap into an engaged youth audience.

CONTACTS

Lindsay Knoll

Senior Director, Ralph Lauren Global Brand Communications

Lindsay.Knoll@RalphLauren.com

Rachel Harrison

Talia Godfrey

G2 Esports global press office

g2esports@welcometofrank.com

+44 207 693 6999

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 has sought to inspire the dream of a better life through authenticity and timeless style. Its 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>.

ABOUT G2 ESPORTS

G2 is one of the world's leading entertainment and esports brands. G2 was co-founded in 2015 by legendary League of Legends player-turned-team owner, Carlos 'ocelote' Rodriguez, and veteran esports entrepreneur and investor, Jens Hilgers.

In the past five years, G2 has built a global fanbase of over 32 million fans spanning EMEA, North American, Latin America and Asia Pacific. International household name brands are increasingly recognising the opportunities that esports can offer to tap into an engaged youth audience. G2 currently counts the likes of BMW, Logitech G, Philips, Red Bull, Twitch and Mastercard amongst its strategic commercial partners.

Boasting an Instagram following of 1.3 million and Twitter followers in excess of 1.2 million G2 has a loyal community that follows every twist and turn of the club's fortunes along the global esports calendar.

More information is available at: <https://g2esports.com>