



RALPH LAUREN



ZEPETO

Ralph Lauren Announces an Exclusive Partnership with Zepeto

Launches the Ralph Lauren x ZEPETO digital fashion collection and virtual worlds with 3D avatar simulation and social networking app

NEW YORK, NY – August 25, 2021 – Ralph Lauren today announced Ralph Lauren x ZEPETO – a new collaboration for the global social networking and avatar simulation app, where users can immerse themselves in a fully articulated virtual world with a personalized 3D avatar and socialize with other users.

The Ralph Lauren x ZEPETO partnership consists of a digital apparel collection and a thematic virtual world. Ralph Lauren apparel is reimagined for the digital world of ZEPETO, allowing users to wardrobe their 3D avatars with exclusive product. The world of Ralph Lauren will be brought to life through three distinct digital, interactive spaces that celebrate the iconic spirit, energy and attitude of the brand, including the Madison Avenue Flagship Store, Ralph's Coffee Shop and Central Park – all in New York City.

“Ralph Lauren’s new partnership with ZEPETO further demonstrates our belief that innovating in virtual worlds is essential to engaging the next generation of consumers. Ralph Lauren has always embraced new environments, and we’re excited to push the boundaries in this emerging arena. Making our product available to purchase and wear digitally and allowing consumers to experience the brand in immersive new ways is the next frontier,” said Alice Delahunt, Chief Digital Officer, Ralph Lauren.

For the first time, Ralph Lauren digital apparel will be available for purchase, the Company’s first entrance into virtual economies. The collection features 12 looks, including over 50 unique items, representing a mix of vintage Polo Ralph Lauren styles and pieces from Polo Ralph Lauren’s current summer collection. The collection also includes special items such as two limited edition skateboards, designed exclusively for the virtual Ralph Lauren x ZEPETO collection.

In September, K-Pop band TOMORROW X TOGETHER will be hosting a live virtual event from Ralph Lauren’s Madison Avenue Flagship within the ZEPETO platform. TOMORROW X TOGETHER will interact with visitors via their 3D avatars wearing pieces from the Ralph Lauren x ZEPETO Collection, taking selfies and snapping photos and videos that visitors will be able to share on their social media handles.

Ralph Lauren x ZEPETO builds on the Company’s recent launches in the immersive and augmented reality, gaming and digital product spaces, including the highly successful Ralph Lauren X Bitmoji Collection launch, innovation with Snapchat Logo Scan Lenses and the recently-announced partnership with G2 Esports as the first luxury brand to outfit an esports gaming team on a long-term basis.

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 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>.

ABOUT ZEPETO

ZEPETO is a metaverse providing the next generation with freedom of identity in the virtual space. ZEPETO is most popular among Generation Z, who express themselves while meeting, collaborating and creating with others. Leaders in the entertainment and fashion industry have partnered with us to reach the next generation who socialize, entertain and consume content on ZEPETO. ZEPETO is developed by NaverZ Corp. NaverZ Corp was launched in 2018.

CONTACT

Lindsay Knoll
Ralph Lauren
Senior Director, Global Brand Communications
Lindsay.Knoll@RalphLauren.com

Curie Kim
Zepeto
Strategic Partnerships and Communications Manager
curiekim@naverz-corp.com