



Ralph Lauren Showcases Spring 2024 Collection in New York

NEW YORK, NY — September 8, 2023 — Ralph Lauren (NYSE:RL) will showcase the Spring 2024 Women’s Collection with an immersive fashion experience that will transport guests into the world of Ralph Lauren celebrating the romance and artistry of his timeless American style.

“My Spring 2024 women’s collection is about a new kind of romance—cool and sophisticated. It’s about the freedom of creating a personal style through the artistry of faded denims and painterly florals, the modern sophistication of iconic shapes in black and gold or the eclectic mix of bold colors, shine and luxurious handcrafted details. These are the stories of the woman I design for whose individuality and artistic spirit are a canvas for her own self-expression,” said Ralph Lauren, Chief Creative Officer of Ralph Lauren Corporation.

In the heart of the Brooklyn Navy Yard —once the nation’s most storied naval shipping facility and now a center of urban innovation—an unassuming utilitarian warehouse is transformed into a world of romance and rusticity with a modern and sophisticated feel. An ode to the creative spaces and artist retreats, the Spring 2024 runway backdrop is a reimagined artist’s loft, a world where elegant eclecticism comes alive. Glimmering chandeliers, artfully draped canvas, and organic textures of reclaimed wood, plaster, and fine muslin imbue the rustic setting with a romantic spirit.

The Spring 2024 Collection celebrates the freedom of personal style, reflecting the individuality of a woman who is timeless and modern, bold and romantic, sophisticated and vibrant – always grounded in a spirit of her authenticity. A classic spring palette of blue and white is reimagined in eclectic combinations, paired with artistic denims – embroidered denim pants, an ombre floral denim maxiskirt, and a denim jacket embellished with rhinestones, patches, feathers and embroidery. A palette of striking blacks and gold follows, punctuated by intricate metallic weavings and iconic pieces reinterpreted with a modern artfulness and sensibility. The striking finale closes with daring pairings of textures, colors and eclectic

jewelry lending a spirit of sophistication and romanticism to timeless silhouettes. The Collection is uniquely enhanced with collections of romantic accessories—bags, shoes and jewelry—that complement the essence of the season, with Ralph Lauren’s newest bag, the RL 888, opening the show.

An elegant and intimate seated dinner will follow the runway presentation in a rustic barn setting, inspired by Mr. Lauren’s Double RL Ranch in Colorado. Featuring a bespoke menu of Polo Bar Classics, inspired by Ralph Lauren’s personal favorites, dishes included grilled lobster salad, RRL filet mignon, grilled branzino and finished with a classic—Ralph’s Brownie a la mode. Bouquets of heirloom roses in blush pink and faded sepia tones add a painterly mix of colors to a cream and kohl palette of linens and artisanal floral earthenware paired with crystal and silver. Classic Hurricanes in brass complete the tablespace with warm candlelight.

The intimate experience will also be made available to consumers worldwide through a live stream on Ralph Lauren’s global social media platforms and [RalphLauren.com](https://www.RalphLauren.com).

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, which are significant opportunities for the Company. Our Collection brings to life the fullest expression of Ralph Lauren’s luxury point of view and our show represents another important moment in the Company’s brand elevation journey.

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, visit <https://corporate.ralphlauren.com>.

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