



## Ralph Lauren and Depop launch “Re/Sourced” a uniquely curated collection celebrating vintage Polo

*“Re/Sourced” celebrates the timeless sensibility of Ralph Lauren and the value of shopping second-hand*

October 21st, 2019 (London, UK) – Today, Ralph Lauren and Depop, the UK-based fashion marketplace app with the cult Gen-Z following, have announced a collaboration to launch “Re/Sourced”, a curated collection of vintage product, sourced by Depop sellers. The Re/Sourced collection launches on October 22, 2019 and will be accompanied by a digital and in-store campaign that embraces Ralph Lauren’s timeless style through the lens of the Depop community.

“Depop is always looking for new ways to champion sustainable practices and new forms of creativity being shaped by the next generation,” says Peter Semple, CMO of Depop. “The Re/Sourced collection showcases the creativity inherent in sourcing vintage items, the unique pieces those endeavors can uncover, and the lasting quality of Ralph Lauren products.”

The uniquely curated collection is made up of over 150 pieces, sourced by Depop sellers. The range of product highlights the vast and diverse inspirations of the iconic brand from equestrian to western; and preppy to streetwear styles including Polo Sport, while celebrating the category of vintage as a conscious alternative. Ralph Lauren products are meant to be worn, loved and passed on for generations, and Depop exists as a destination for these ever-lasting items to have a second or third life.

The “Re/Sourced” collection will be available for purchase exclusively at a pop-up space at the Ralph Lauren New Bond Street flagship store in London from October 22nd through November 7th. An additional selection of pieces from the Re/Sourced campaign will also be available on the Depop app.

To accompany the collection and in-store experience, a digital docu-film has been created, directed by filmmaker Musa, capturing the real-life stories of three Depop sellers who source vintage Ralph Lauren, exploring the stories of the items they find, and the significance of

choosing second-hand. For featured sellers Adam of [@dry\\_goods](#), Jack of [@thetowndrow](#) and Martha of [@norwoodclothing](#), their passion for Ralph Lauren spans from the pieces themselves to more tangible parallels with the entrepreneurial spirit of the man himself.

“I work as a full-time stonemason in Bristol and I’ve never been to a fashion school – Depop helped me realize my love for fashion by giving me a platform to sell my vintage pieces and build my business,” says Adam Milnes, 30, owner of [@thejointstore](#). “Ralph Lauren has always been inspirational to me, in that he turned an idea and a way of living into a pillar of American style.”

For more information surrounding the Re/Sourced campaign, please reach out to:

Rebecca Levy-Lewis  
Head of PR, Depop  
[rebecca.levy@depop.com](mailto:rebecca.levy@depop.com)

Alexandra Walshaw  
Sr Press & PR Manager, Ralph Lauren  
[Alexandra.Walshaw@RalphLauren.com](mailto:Alexandra.Walshaw@RalphLauren.com)

#### ABOUT DEPOP

Depop is the fashion marketplace for young people to buy, sell and get inspired. With more than 15 million registered users in 147 countries, its mission is to empower the next generation to transform fashion. Depop is headquartered in London, UK, with locations in New York and LA. For more information about Depop, visit [Depop.com](https://www.depop.com) or download the app on iOS or Android. Follow Depop on Instagram [@Depop](https://www.instagram.com/Depop).

#### ABOUT RALPH LAUREN

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's 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 DESIGN THE CHANGE

Design the Change, Ralph Lauren's renewed strategy on global citizenship and sustainability, is both a commitment and a journey to accelerate the Company's work across these areas. It is based on our belief that, together with our industry, we can deliver the change required to create a positive impact in society and a more sustainable future. Design the Change is focused on three areas: Creating Timeless Style, Protecting the Environment and Championing Better Lives and its foundation are ambitious goals that guide the Company's work in citizenship and sustainability. Ralph Lauren has also signed onto the United Nations Global Compact (UNGC), joining other companies across industries to implement universal sustainability principles and to take steps to support UN goals. For more information visit our [Company website](#).