

# RALPH LAUREN

## Ralph Lauren Launches Digital Flagship & Social Commerce in China Online Expansion Supports Strategic Focus on Digital and International Growth



**For Release September 5, 2018, New York, NY** – Just days ahead of its landmark 50<sup>th</sup> anniversary celebration in Central Park, New York City, Ralph Lauren announced today the launch of its first-ever digital flagship store in China which represents the most elevated, purest expression of the Ralph Lauren brand in the region. The newly launched digital flagship destination ([www.ralphlauren.cn](http://www.ralphlauren.cn)) features Men's Purple Label and Women's Collection luxury brands alongside the timeless elegance of Polo. In addition, the site will provide unparalleled customer-centric services and features that deliver for the sophisticated, mobile-first Chinese consumer, including integration with China's number one social network, WeChat.

### **An elevated digital flagship destination**

Since 1967, Ralph Lauren's collections have defined American style while demonstrating impeccable craftsmanship and meticulous attention to detail and quality. In addition to Men's Purple Label, Women's Collection and Polo apparel, footwear, handbags, luggage and small leather goods will be on offer, including the iconic Ricky Bag, named for the designer's wife and muse.

### **Seamless service, socially integrated**

With its new digital flagship in China, Ralph Lauren continues to drive its Social Commerce strategy. A WeChat mini-program activation goes live simultaneously to capture, engage and serve the young consumers in China's largest social network. Recognizing the importance of a mobile-first culture and the reach of WeChat, the mini-program e-shop enables WeChat pay with convenient access to customer service through live chat. Consumers can also use their WeChat account to register and log-in directly and choose to checkout with Alipay, WeChat Pay or Cash on Delivery. As part of the premium online shopping experience, free return and exchange are available online and in Ralph Lauren physical stores across mainland China. Same-day delivery is available to addresses in Shanghai with complimentary gift wrapping and customized gift cards.

### **Authentically Ralph Lauren**

Ralph Lauren Corporation has worked for more than 50 years to build the Ralph Lauren and Polo Ralph Lauren brands around the world. The only way to ensure you are purchasing new and authentic Ralph Lauren products is to purchase from our authorized retail channels. Authentic Ralph Lauren products can be purchased directly from Ralph Lauren-branded stores ([click here](#) to find a store near you), [RalphLauren.cn](#) in China, and select third-party retailers. Ralph Lauren does not sell products through other sources such as individuals, internet auctions, or flea markets. Products purporting to be Ralph Lauren offered by these sources as Ralph Lauren may be counterfeit or stolen property.

### **MEDIA CONTACT**

Corporate Communications

[rl-press@ralphlauren.com](mailto:rl-press@ralphlauren.com)

[Cecilia.Wong@ralphlauren.com](mailto:Cecilia.Wong@ralphlauren.com)

[Yhong@brunswickgroup.com](mailto:Yhong@brunswickgroup.com)

### **ABOUT RALPH LAUREN CORPORATION**

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in four categories: apparel, home, accessories and fragrances. For 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 Purple Label, Ralph Lauren Collection, Double RL, Polo Ralph Lauren, Polo Ralph Lauren Children's, Ralph Lauren Home, Lauren Ralph Lauren, RLX, American Living, Chaps and Club Monaco, constitute one of the world's most widely recognized families of consumer brands. For more information, go to <http://investor.ralphlauren.com>.