

RALPH LAUREN

Ralph Lauren Corp. Drives Targeted Expansion In Europe With Addition Of New Polo Stores

For Release September 5, 2018, New York, NY – Ralph Lauren Corp. announces today the opening of three new Polo Ralph Lauren stores in the United Kingdom (UK), in Canary Wharf, Manchester and Leeds, as part of its strategic priority to drive targeted expansion across underdeveloped markets across its International region including in EMEA. The physical store expansion complements Ralph Lauren’s recent upgrade to its digital flagship in Europe, which provides an improved user experience with better functionality, faster check-out and customization.

The first of the UK store openings will be on 8 Sept., located in Canary Wharf’s bustling Cabot Place and will deliver a tailored product offering to a targeted consumer, with Polo Ralph Lauren menswear suiting and sportswear available; alongside an extensive list of in-store services including a complimentary personal styling service.

Further UK store openings will follow later in the month on Manchester’s New Cathedral Street and at Leeds Victoria Quarter in Oct. Both stores will be dual gender and represent the classic yet spirited American style for which Polo Ralph Lauren is recognized throughout the world. Design influences fuse elements of collegiate sports and the great outdoors combined with rustic oak flooring, vintage-inspired display cases, and an eclectic mix of decorative props. The store aesthetic reflects the same sensibility as the brand itself – one that is both classic and casual with a modern, energetic spirit.

Openings across Europe and the Middle East will follow in the latter part of 2018 and through 2019.

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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>.