

RALPH LAUREN

Ralph Lauren Unveils New Pride Collection and Dedicated Campaign That Celebrates the LGBTQIA+ Community

May 21, 2019

Proceeds to benefit Stonewall Community Foundation and its affiliates

NEW YORK--(BUSINESS WIRE)--May 21, 2019-- This year, Polo Ralph Lauren will unveil the Pride capsule collection, a five-piece gender-neutral collection for adults and children as well as a dedicated marketing campaign that celebrates individuality and inclusion. The company has partnered with Stonewall Community Foundation on this collection and will donate the majority of proceeds in order to benefit LGBTQIA+ organizations around the world.

The marketing campaign features a diverse group of individuals including freeskier, Olympic medalist, and activist Gus Kenworthy; ballet dancer Harper Watters; writer, comedian, and actress Patti Harrison; photographer and model Jacob Bixenman; actress Josie Totah; and Hetrick-Martin Institute (HMI) affiliates Evrisha, Tyriq, and Cory, all shot by photographer Cass Bird. Each featured individual is deeply rooted in the LGBTQIA+ community and celebrated for their individuality. The dynamic social and digital marketing campaign, which will run across a variety of LGBTQIA+ media, launches on May 21 and highlights their experiences with life, love, and self-expression.

The Pride capsule collection is gender-neutral, available in adult and youth sizes, and features the iconic Polo Pony reimagined in rainbow stripes. The collection consists of a graphic tee, Polo shirt, hoodie, tote, and baseball cap. One hundred percent of the purchase price from the sale of each graphic tee and 50% of the purchase price from the sale of each Polo shirt, hoodie, hat, and tote will be donated to Stonewall Community Foundation, benefitting an international network of LGBTQIA+ organizations.

Ralph Lauren Corporation and The Polo Ralph Lauren Foundation have a long-standing history of supporting the LGBTQIA+ community. Support has been provided through volunteer activations, corporate initiatives, and financial grants. Our partners have included, but are not limited to, the Hetrick-Martin Institute, amfAR, AIDS Walk New York, God's Love We Deliver, and the Elton John AIDS Foundation.

The company also stands with the United Nations global standards for business protecting the rights of the LGBTQIA+ community in the workplace, and has been a proud sponsor of the AIDS Walk New York since 1990.

For decades, the iconic Polo shirt has been used as a global symbol to help raise millions of dollars for philanthropic and social impact, including funding breast cancer research and care through the Pink Pony Fund, raising funds for global disaster relief, and supporting the LGBTQIA+ community.

The Pride capsule collection will be available globally starting mid-May in select Ralph Lauren retail stores; on RalphLauren.com; at Macy's, Bloomingdale's, Saks Fifth Avenue, Lord & Taylor, and HBC in North America; as well as at David Jones' Market Street and Elizabeth Street in Australia.

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, 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 <http://investor.ralphlauren.com>.

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