

RALPH LAUREN

Ralph Lauren Reimagines the Closet of the Future With 'The Lauren Look'

March 2, 2021

NEW YORK--(BUSINESS WIRE)--Mar. 2, 2021-- Ralph Lauren today announced the introduction of 'The Lauren Look,' the Company's first subscription apparel rental initiative, with the Lauren Ralph Lauren brand. Ralph Lauren is the first luxury brand to pioneer a fully articulated rental model, offering consumers an innovative new channel to experience, engage and ultimately shop the brand. 'The Lauren Look' platform responds to how consumers are building their personal wardrobes in a swiftly evolving and increasingly digitally-based retail landscape.

"Consumers today are taking a different approach to experiencing brands and building their wardrobes. The closet of the future will include a mix of new seasonal fashion, unique customized pieces and wardrobe staples, alongside pre-owned and rented clothing. With our timeless aesthetic, we are incredibly well positioned to play across each of these categories," said Patrice Louvet, President and Chief Executive Officer.

'The Lauren Look' also provides an opportunity for the Company to generate direct feedback and a deeper understanding of the consumer.

"The Lauren Look allows us to explore an entirely new model tapping into the growing focus on the sharing economy and revolutionizing how we look at fashion consumption. Launching with Lauren, our most widely distributed and accessible brand, is a testament to the growth we see in this space and will help us further anticipate the evolving needs and makeup of our consumers' future closet," said David Lauren, Chief Innovation and Branding Officer.

In addition to supporting the reduction of clothing waste by expanding the lifespan of garments that might otherwise be purchased and worn only a few times, the collections will be part of a special after-use program. Once the clothes have reached the rental cap, they will be donated to *Delivering Good*, a non-profit organization that provides people who are impacted by poverty and tragedy with new and nearly new merchandise to offer hope, dignity and self-esteem to at-risk children, families and individuals.

Lauren Ralph Lauren has celebrated the modern lifestyle of today's stylish woman for over 30 years. As a full lifestyle brand, Lauren offers looks from day to night, weekday to weekend and every moment in between with selections of sportswear, denim and special occasion dressing. The fashion-forward, versatile collections have helped the brand expand to over 500 points of distribution in North America.

TheLaurenLook.com will launch exclusively in North America on March 2nd.

HOW IT WORKS

The membership platform unlocks access to an ever-evolving selection of Lauren dresses, pants, tops, and more, as well as inspired suggestions from expert stylists on how to wear them. Starting at \$125 per month, the size inclusive subscription allows members to curate the ultimate fashion closet with looks from the most recent Lauren collections. Once the curated closet is complete and favorite pieces are prioritized, the member will receive their first shipment. When the member is done with the pieces, they have the option to return the items to be replaced with new pieces or purchase the items they love at exclusive member prices.

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>.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20210302005247/en/): <https://www.businesswire.com/news/home/20210302005247/en/>

MEDIA CONTACTS

Lauren Astry
646-740-1719

Lauren.Astry@RalphLauren.com

Source: Ralph Lauren