

RALPH LAUREN

Ralph Lauren Continues Artist in Residence Program With Double RL x Zefren-M Collaboration

October 29, 2024

Special-edition product capsule with Diné (Navajo) multidisciplinary artist Zefren-M builds on the Company's first-of-its-kind approach to cultural collaborations

NEW YORK--(BUSINESS WIRE)--Oct. 29, 2024-- Ralph Lauren (NYSE:RL) today launched Double RL x Zefren-M, the second collaboration of the Company's Artist in Residence program with Diné (Navajo) artist Zefren-M (they/them). In line with the Double RL brand's 31-year history of showcasing timeless style through heritage craftsmanship and Zefren-M's own approach to weaving, the capsule celebrates Navajo tradition and culture with designs that blend the old and the new.

Ralph Lauren's Artist in Residence program is part of the Company's ongoing commitment to expand its portrayal of America and evolve from inspiration to collaboration with communities that have historically inspired its designs. After its debut in December 2023 with the [Polo Ralph Lauren x Naomi Glasses collection](#), the program continues to invite artisans practicing traditional crafts to participate in an immersive, mutually-beneficial collaboration with the Company's creative teams. Double RL's ethos is grounded in vintage Americana, using high-quality materials and often traditional techniques steeped in nostalgia, making it a natural choice for an Artist in Residence collaboration.

"A genuine love of heritage has always been part of Ralph Lauren and what has inspired our products," said Sasha Kelly, Head of Design with Intent, Ralph Lauren Corporation. "Through collaboration, our Artist in Residence program enables us to deliver a greater sense of authenticity – the stories we're able to tell are richer and we're able to support and elevate cultural traditions."

Zefren-M is a multidisciplinary artist, historian and LGBTQIA+ advocate whose work melds ancient techniques with modern applications to tell stories of the Navajo people. Raised in Dinétah (Navajo Nation), they first learned traditions like sewing, weaving and sheep-raising from their grandmothers and have since deepened their weaving expertise under the instruction of the Navajo Cultural Arts Program at Diné College and many elders.

"Looking to the past has always been a deep source of inspiration to me and something I convey throughout my art and in my personal style," said Zefren-M. "Collaborating with the Double RL team allowed us to create a unique expression of our shared love of heritage and tradition – all while honoring the stories of the Navajo people."

Integrated into Double RL's Fall/Holiday 2024 assortment, the Double RL x Zefren-M capsule fuses beauty and utility with silhouettes core to the brand, like the iconic Double RL workshirt and hand-knit shawl cardigan, in addition to soft accessories and a floor rug. The capsule's color palette reflects the landscape of Navajo Nation, and its repeating patterns nod to the past weavings of Zefren-M and their great grandmother – referencing the cycles of life demonstrated throughout many Navajo art forms. A scholar of traditional silversmithing, Zefren-M designed a series of stamped conchos with varying Spider Woman motifs for the capsule, honoring the creator and teacher of the weaving tradition in Navajo culture.

Together with Zefren-M, Ralph Lauren is proud to support organizations that serve Native communities within Navajo Nation and beyond through this collaboration. A percentage of the purchase price from sales of the Double RL x Zefren-M capsule will benefit [The Lyndon Foundation](#), a Native-led organization that works to preserve heritage and craft and provide opportunities for Indigenous youth to thrive as they pursue a career in the arts. Founder Lyndon Tsosie (Diné/Navajo) is an accomplished silversmith and a former teacher to Zefren-M – and as part of this collaboration, a curated selection of Tsosie's handmade silver and turquoise pieces are available for purchase in the Double RL flagship store on West Broadway in New York City.

A short film about Zefren-M's life, art and the inspiration behind the capsule – shot in Navajo Nation, on their homelands in Four Corners, New Mexico – premieres on [YouTube](#) today. The story of the collaboration will continue to unfold on select Ralph Lauren and [Double RL](#) channels, including imagery from Zefren-M's personal studio, the Double RL showroom and as part of the Double RL Fall/Holiday 2024 campaign. The Double RL x Zefren-M capsule will be available to consumers in select Ralph Lauren and Double RL stores in North America, Europe and Asia starting November 7. It will also be shoppable on [RalphLauren.com](#) and the Ralph Lauren App in North America and Europe starting November 14. The capsule will be available on Ralph Lauren's e-commerce domains in China and Japan on November 18.

ABOUT RALPH LAUREN CORPORATION

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of luxury lifestyle products in five categories: apparel, footwear & accessories, home, fragrances and hospitality. For more than 50 years, Ralph Lauren has sought to inspire the dream of a better life through authenticity and timeless style. Its reputation and distinctive image have been developed across a wide range of products, brands, distribution channels 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 and Chaps, among others — constitute one of the world's most widely recognized families of consumer brands. For more information, visit <https://corporate.ralphlauren.com>

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Source: Ralph Lauren