## U.S. SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(f) of the Investment Company Act of 1940

				OMB APPRO	
FORM 3				OMB Number: Expires: Sept Estimated average t hours per response	3235-0104 cember 30, 1998 ourden 0.5
1. Name and Address of	Reporting Person *				
Bennack, Jr. (Last)	Frank (First)	A. (Middle)			
President and CEO, The	Hearst Corporation, 959 (Street)	8th Avenue			
New York (City)	New York (State)	10019 (Zip)			
2. Date of Event Requi	ring Statement ( Month /	′Day / Year )			
1/12/98					
3. IRS or Social Secur	ity Number of Reporting	Person (Voluntary)			
4. Issuer Name and Tic	ker or Trading Symbol				
Polo Ralph Lauren Corp	oration (RL)				
5. Relationship of Re	porting Person to Issuer	(Check all applicable)			
x Director		10% Owner			
	(give title below)				
6. If Amendment, Date	or Original (Month/Year)				
7. Individual or Jo	in/Group Filing (Check A	Applicable Line)			
x Form fi	led by One Reporting Per	rson			
	led by More than One Rep	oorting Person			
	TABLE I	NON-DERIVATIVE SECURITIES E	BENEFICIALLY OWNED		
1. Title of security (Inst.4)		2. Amount of Securities Beneficially Owned (Instr. 4)	Form: Direct (D) or Indirect (I) (Inst. 5)	Beneficial Owne (Instr. 5)	
Class A Common Stock		2,000	D		
Reminder: Report on a	separate line for each	class of securities beneficial ing person, SEE instruction 5(	lly owned directly or in	directly.	(0ver) SEC 1473(8-92)

Title of Derivative Security (Instr. 4)

FORM 3 (CONTINUED)

			Date Exercisable	Expiration Date	Title		Number Shares	of
Opt:	ion issued pursuant to Issue ion Plan for Non-Employee Di Buy)			1/12/2008	Class A Common	Stock	7,500	
4.	Conversion or 5 Exercise Price of Derivative Security	Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Beneficia (Instr. 5	l Ownership				
	\$22.90625	D						
Exp.	lanation of Responses:							
(1)	The option was granted on J exercisable with respect to subject to the option on ea date of grant.	50% of the shares of	f Class A Comm	on Stock				
	ntentional misstatements or iolations. SEE 18 U.S.C. 100			ral Criminal				
Not	e: File three copies of thi If space provided is ins							

January 19, 1998

Date

/s/ Frank A. Bennack, Jr.

\*\*Signature of Reporting Person