

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

FORM 4

OMB APPROVAL

[] CHECK THIS BOX IF NO LONGER
SUBJECT TO SECTION 16. FORM 4
OR FORM 5 OBLIGATIONS MAY
CONTINUE. SEE INSTRUCTION 1(B).

OMB Number: 3235-0287
Expires: September 30, 1998
Estimated average burden
hours per response 0.5

1. Name and Address of Reporting Person *

Bennack, Jr. Frank A.
(Last) (First) (Middle)

President and CEO, The Hearst Corporation, 959 8th Avenue
(Street)

New York New York 10019
(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

Polo Ralph Lauren Corporation (RL)

3. IRS or Social Security Number of Reporting Person (Voluntary)

4. Statement of Month/Year

4/1999

5. If Amendment, Date of Original (Month/Year)

6. Relationship of Reporting Person to Issuer (Check all applicable)

Director 10% Owner

 Officer (give title Other
below) (specify
below)

7. Individual or Join/Group Filing (Check Applicable Line)

Form filed by One Reporting Person

 Form filed by More than One Reporting Person

TABLE I-- NON-DERIVATIVE SECURITIES ACQUIRED, DISPOSED OF, OR BENEFICIALLY OWNED

1. Title of Security (Instr. 3)	2. Transaction Date (Month/ Day/ Year)	3. Trans- action Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned at End of Month (Instr. 3 and 4)	6. Owner- ship Form: Direct (D) Indirect (I) (Instr. 4)	7. Nature of In- direct Bene- ficial Owner- ship (Instr. 4)
		Code V	Amount or Price (A) or (D)			
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.
* If the form is filed by more than one reporting person, SEE Instruction 4(b)(v).

(Over)
SEC 1474 9-96

FORM 4 (CONTINUED)

TABLE II -- DERIVATIVE SECURITIES ACQUIRED, DISPOSED OF, OR BENEFICIALLY OWNED
(E.G., PUTS, CALLS, WARRANTS, OPTIONS, CONVERTIBLE SECURITIES)

1. Title of Derivative Security (Instr. 3)	2. Conver- sion or	3. Trans- action	4. Transac- tion Code	5. Number of Deriv- ative Securities Ac-	6. Date Exer- cisable and Ex-
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Exercis Price of Deriv- ative Security	Date (Month/ Day/ Year)	(Instr. 8)	quired (A) or Dis- posed of (D) (Instr. 3, 4 and 5)		piration Date (Month/Day/ Year)
			Code	V	
Option issued pursuant to Issuer's 1997 Stock Option Plan for Non- Employee Directors (Right to Buy)					
	4/1/99	A	V	3,000	(1) 4/1/09

7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price Deriv ative Secur- ity (Instr. 5)	9. Number of Deriv- ative Secur- ities Bene ficially Owned at End of Month (Instr. 4)	10. Owner- ship Form of De- rivative Secur- ity: Direct (D) or Indi- rect (I) (Instr. 4)	11. Na- ture of In- direct Bene- ficial Own- ership (Instr. 4)
Class A Common Stock	3,000	\$19.5625	10,500	D

Explanation of Responses:

(1) The option was granted on April 1, 1999. The option vests and becomes exercisable with respect to 50% of the shares of Class A Common Stock subject to the option on each of the first and second anniversaries of the date of grant.

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. SEE 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, SEE Instruction 6 for procedure.

/s/ Frank A. Bennack, Jr.

April 22, 1999

**Signature of Reporting Person

Date

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.