



Ralph Lauren Presents “All or Nothing at All”

Featuring the Musical Talents of Janelle Monáe

Ralph Lauren will celebrate the Spring 2021 Collections through an immersive consumer-first digital experience featuring a musical performance by Janelle Monáe. Set within the iconic Beverly Hills Flagship, Janelle will perform a musical set, kicking off with her interpretation of the iconic love song “All or Nothing at All.” Following the performance, guests are invited to explore, interact and shop the dual-gender, see-now buy-now collections through the Ralph Lauren Beverly Hills Virtual Store experience.

“My designs have always been about creating a world that is beyond fashion, a world of romance and timeless sophistication. For Spring 2021, my collections for both men and women intertwine those feelings and express a personal style that is modern and enduring.” —Ralph Lauren

The Ralph Lauren Spring collections evoke a sense of romantic sophistication dreamt up in the mysterious mood of a black-and-white movie. Impeccable tailoring, luxurious insouciance, and timeless elegance showcase Ralph’s vision for day and eveningwear.

The women’s Spring 2021 Collection features graphic navies, creams, and browns, complemented by gentle tans, creams, and powder blues. These strong solids are mixed with pops of florals and Art Deco prints rendered in modern silhouettes and fabrications. The tailoring is relaxed while still looking polished, and ranges from structured to more feminine silhouettes that infuse a jolt of novelty to the Collection. Classic Ralph Lauren jacketing is seen throughout, from a tailored tuxedo and fitted jackets to single-breasted styles with sequin detailing that offers a

sophisticated flair. An array of dresses conveys effortless luxury in clean lines that range from day to evening. Shorter silhouettes prevail, and several dresses use the floral motif to showcase intricate embroideries and craftsmanship.

Accessories and fashion jewelry express a modern sensibility. The handbag collection contrasts a luxurious color palette with seasonal animations. Iconic styles such as the RL50, Ricky, and Voyager are introduced in new colorways and finishes such as textural denim patchwork, hand-painted florals, and palm-leaf summer totes. In footwear, styles range from sleek sandal silhouettes to espadrilles and sneakers for a casual, summery feel. Ralph Lauren introduces new icons for the Collection through a flat and heeled sandal featuring stirrup hardware detail. The accessories family is made complete with a collection of scarves in various Art Deco and floral prints.

Men’s Spring 2021 Purple Label features an interplay of rich dark brown linens and natural textures, including beautiful silk linen tweeds, luxurious shantung silk, rustic linen pinstripes, and fine tropical wool crêpe. Featherweight chocolate brown suede and burnished brown Italian calfskin add additional richness and dimension. Patterns range from stunning tropical florals to exotic animal prints, and from a spectrum of luxe linen plaids to gorgeous iconic stripes in creams and browns. Suit fabrics are soft and lightweight, and are complemented by elegant silk and cashmere fine-gauge sweaters. Elements of navy, cream, and Mediterranean washed denim are interjected to create an unexpected yet refined and effortless sophistication.

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 <https://corporate.ralphlauren.com>.

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