

# MR PORTER

## MR PORTER TO LAUNCH THE WORLD OF RALPH LAUREN EXCLUSIVE COLLECTION

**15 OCTOBER 2018 (GLOBAL)** – **MR PORTER**, the award-winning online destination for men's style, in collaboration with leading American fashion house **Ralph Lauren**, is pleased to announce the upcoming launch of an exclusive capsule collection, available from 15 October at both MR PORTER and global flagship Ralph Lauren stores. The exclusive launch celebrates the 50th anniversary of Ralph Lauren's debut menswear collection in 1968.

Spanning **83 pieces**, the exclusive collection encompasses styles from three of Ralph Lauren's renowned brands: **Polo Ralph Lauren**, **Ralph Lauren Purple Label** and **RRL**. This is Ralph Lauren's first exclusive capsule collection across all three brands. The special collection consists of ready-to-wear, accessories and footwear. It draws inspiration from Ralph Lauren's extensive archive over the past 50 years and celebrates some of its best and most iconic pieces.

- **Polo Ralph Lauren** has always been synonymous with quintessential American sportswear and style and is reflected in the exclusive collection with **48** iconic pieces, such as *classic plain and striped polos, Oxford-collar shirts with embroidered crests, herringbone jackets and long-sleeved rugby shirts*.
- The prestigious **Purple Label**, which made its debut in 1994, is the ultimate expression of Mr Lauren's vision for an aspirational lifestyle. Embracing luxurious tailoring alongside casual pieces defined by plush fabrics and fine craftsmanship, the **19-piece** Purple Label collection includes such standout pieces as *tuxedo jackets, cashmere knitwear, leather hiking boots and a green double-breasted military coat*.
- The **16-piece RRL** collection features classic American West and 1900s workwear inspired by Mr Lauren's Colorado ranch. Key pieces include *luxury shearling jackets, washed-denim jeans, plaid shirts and signature accessories, such as a pair of brown lace-up boots, a leather belt and silver cuff*.

*"Anyone with even a small interest in men's clothing will appreciate the giant influence that Mr Ralph Lauren has made to the way men dress today. Known for defining American style, his collections resonate around the world with a diverse group of people, from kids who wear it as streetwear through to company execs in chalk striped suits – and everyone in between. This unique collection reflects the DNA of each of the Ralph Lauren brands - Polo, RRL and Purple Label – and takes direct inspiration from the archives. We are proud to be part of the 50th Anniversary celebrations by presenting our customers with this special collaboration."*

**Mr Toby Bateman, Managing Director, MR PORTER**

*"I've always believed one could live many lives through the way we dress. This collection reflects many of my inspirations and offers different ways of self-expression. The world is open to us, and each day is an occasion to reinvent ourselves."*

**Mr Ralph Lauren**

Prices range from £85 to £4,175.

To view MR PORTER's current Polo Ralph Lauren offering:  
[www.mrporter.com/mens/designers/polo\\_ralph\\_lauren](http://www.mrporter.com/mens/designers/polo_ralph_lauren)

To view MR PORTER's current Ralph Lauren Purple Label offering:  
[www.mrporter.com/mens/designers/ralph\\_lauren\\_purple\\_label](http://www.mrporter.com/mens/designers/ralph_lauren_purple_label)

To view MR PORTER's current RRL offering:  
[www.mrporter.com/mens/designers/rrl](http://www.mrporter.com/mens/designers/rrl)

**For more information, please contact:**

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## **About MR PORTER**

Since launching in February 2011, MR PORTER has established itself as the award-winning global retail and content destination for men's style, with an unparalleled product offering from the world's best menswear and lifestyle brands, including own labels *Mr P.* and *Kingsman*. MR PORTER publishes unmatched content through its weekly shoppable digital magazine, *The Journal*, its bimonthly newspaper, *The MR PORTER Post*, and its bite-sized, several-times-a-day digital news source, *The Daily*. MR PORTER offers express worldwide shipping to more than 170 countries, including same-day delivery to New York and London, and provides a seamless shopping experience across mobile, tablet and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year.

[www.mrporter.com](http://www.mrporter.com)

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## **About RALPH LAUREN**

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 recognised families of consumer brands. For more information, go to <http://investor.ralphlauren.com>.