



PR209

RALPH LAUREN
FALL/WINTER 2025

SPIRIT OF THE FRONTIER

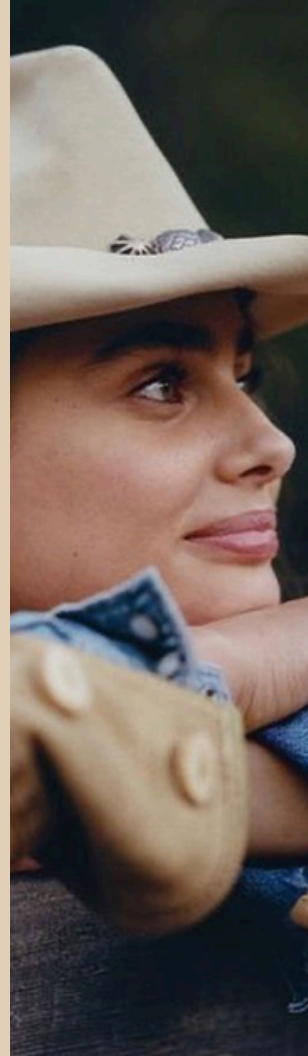
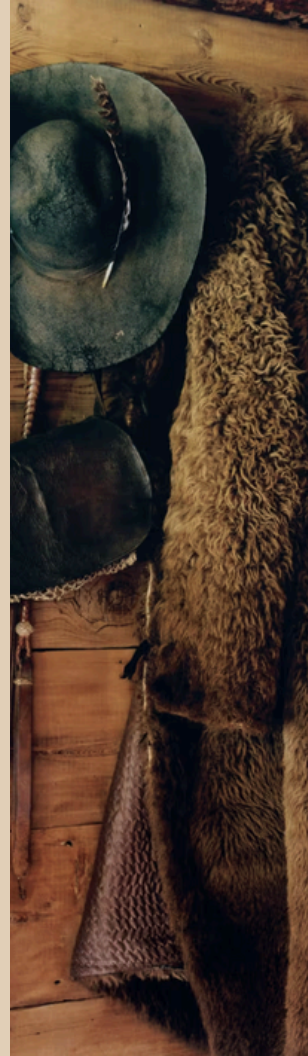
PRESENTED IN WYOMING'S
JACKSON HOLE VALLEY

IN COLLABORATION WITH THE
NATIONAL PARK FOUNDATION

BY JACQUELINE FRANCO

The National Park Foundation and Ralph Lauren will collaborate to develop an outdoor clothing line for the Fall/Winter 2025 collection that draws inspiration from several national parks. Pairing Ralph Lauren's iconic style with sustainable values strengthens its position in the fashion and environmental advocacy fields.

The media kit announces the collection and fashion show, which will be held at Diamond Cross Ranch in Jackson Hole, Wyoming, and culminate with 20 park rangers walking the runway on Feb. 1, 2025. The kit will be shared via PR Newswire with fashion reporters at major outlets such as *Women's Wear Daily*, *The New York Times*, *Forbes*, *Vogue*, and *Elle*.





For immediate release

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Ralph Lauren announces Fall/Winter 2025 “Spirit of the Frontier” collection, inspired by America’s national parks

The outdoor wear collection honors exploration and conservation and will be unveiled at a runway show in Wyoming’s Jackson Hole Valley

NEW YORK, Dec. 16, 2024 – Ralph Lauren will present his Fall/Winter 2025 collection, titled “Spirit of the Frontier,” on May 1, 2025. This outdoor wear line is inspired by landscapes of the United States’ national parks, capturing the spirit of the outdoors in classic Ralph Lauren style. The collection will be unveiled at Diamond Cross Ranch in Jackson Hole, Wyoming, located at the base of the Grand Teton Mountains. The show will feature a dedication to America’s great outdoors as 20 park rangers take the runway. Ralph Lauren proudly shares that a significant percentage of proceeds from the collection will be donated to the National Park Foundation to continue a legacy of conservation and environmentalism.

Each item will come with educational content about one of the 63 U.S. national parks to inspire and inform customers about the different landscapes, wildlife, and conservation efforts that make each park an important part of America’s environmental history. For 57 years Ralph Lauren has created products that are timeless — designed to be worn, cherished, and passed down through generations. The company’s Global Citizenship & Sustainability strategy, Timeless by Design, is rooted in this philosophy, embedding Ralph Lauren’s purpose—to inspire the dream of a better life through authenticity and timeless style. This collection is an extension of that mission.

“Every item in this collection is crafted to honor the spirit of exploration and conservation, echoing the wild beauty of America’s landscapes. This collection is a tribute to that enduring spirit. I want to bring the connection between the environment and style to life, finding a balance

between ruggedness of the outdoors. This collection celebrates that juxtaposition so beautifully,” said Ralph Lauren, chief creative officer of Ralph Lauren Corporation. “This is not just about outdoor wear; it’s about the beauty of these iconic landscapes and inspiring a stronger dedication to protecting them for generations to come. I look forward to seeing it come to life against Jackson Hole’s stunning backdrop, the same nature that served as its inspiration.”

The collection consists of a range of items made for exploration. Intended to inspire customers to appreciate and visit the national parks, the line is a reminder of the importance of conservation. Each item is crafted from repurposed materials, including:

- Boots, belts, and gloves made of responsibly sourced leather
- A park-ranger inspired hat crafted from organic cotton
- Thermals, hats, scarves, and a park-ranger bear sweater made of sustainably harvested wool and recycled fibers
- Backpacks and jackets made from recycled nylon
- Reusable water bottles and canteens made of recycled materials

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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RL FW2025 COLLECTION

SPIRIT OF THE FRONTIER



IN COLLABORATION
WITH THE
NATIONAL PARK
FOUNDATION

Ralph Lauren will unveil his Fall/Winter 2025 collection, Spirit of the Frontier, against the backdrop that inspired the collection. Inspired by America's National Parks, this collection and event underscores Ralph Lauren's dedication to exploring and preserving the great outdoors, combining fashion with a message of conservation.

Inspiring Conservation

- Portion of profits donated to the NPF to maintain parks for future generations
- Educational pamphlets included in each purchase
- Items use eco-friendly materials: Responsibly sourced leather, recycled fibers, organic cotton

About the NPF

- Works to protect wildlife, land, and historical and cultural sites
- Offers educational programs and youth engagement to foster a deeper appreciation and understanding
- Works alongside the National Park Service, community partners, and generous donors

The Collection

- Boots, thermals, and jackets
- Belts, gloves, and scarves
- Park-ranger-inspired hat
- Park-ranger bear sweater
- Backpacks
- Reusable water bottle

Ralph Lauren Corporation
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THE LIFE OF RALPH LAUREN DESIGNER, ACTIVIST, ICON

For more than 50 years, Ralph Lauren has turned the iconography of America into a global lifestyle brand, and he is recognized as one of the world's most innovative design and business leaders. From the iconic Polo shirt to his ground-breaking charitable work, Lauren's impact goes beyond the runway, symbolizing style, innovation, and purpose.

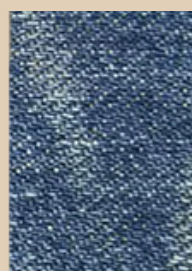
He launched his first full menswear line 'Polo' in 1968 and has since grown into one of the largest designer brands in the country. The company includes Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children, and Chaps.

Lauren received the first-ever CFDA Lifetime Achievement award, created for him, in 1992. He was given the key to the city by Michael Bloomberg, mayor of New York City, in 2010. He was the first American designer to receive the distinction of Honorary Knight Commander of the Most Excellent Order of the British Empire.

Lauren stepped down as CEO in 2015 but remains the executive chairman and chief creative officer, along with his philanthropic efforts. He founded the Nina Hyde Center for Breast Cancer Research in 1989, the Ralph Lauren Center for Cancer Care and Prevention in Harlem in 2003, the Royal Marsden Ralph Lauren Center for Breast Cancer Research in 2016, and the Center for Cancer Prevention at Georgetown University in 2023. The Ralph Lauren Corporation launched the Pink Pony Campaign to address cancer care disparities in 2000.

Lauren founded the company on the basis of timelessness. This philosophy extends beyond fashion to his commitment to inclusivity, circular design principles, and sustainability through responsible manufacturing and renewable energy use, with goals to achieve net zero GHG emissions across the value chain by 2040.

He married Ricky Ann Loew-Ber in 1964 and they have three children. He owns a ranch in Colorado, a historic manor in New York, and an automobile collection valued at \$600 million, including rare and award-winning vehicles. His cars have been showcased in prestigious exhibitions, including the Musée des Arts Décoratifs in Paris and the Museum of Fine Arts in Boston.





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A conversation on conservation, style, and timelessness

Q&A with Ralph Lauren, chief creative officer of Ralph Lauren Corp, on upcoming collection and work with National Park Foundation

What inspired you to create a collection inspired by the national parks?

“America’s breathtaking scenery has always moved me. The national parks are treasures that represent American ideals of conservation and discovery. This collection pays homage to these parks. It combines fashion with an adventurous spirit and reverence. It is an opportunity to pay tribute to the enduring beauty right here in our backyards.”

How does this collection reflect Ralph Lauren’s commitment to environmentalism?

“Sustainability is at the heart of our designs. We have intentionally selected the materials to create this collection from repurposed rubber to responsibly sourced wool. Our mission is to design items while caring for the environment, offering customers fashionable eco-friendly apparel.”

What do you want the audience to take away from this collection?

We want to encourage people to learn more about the significance of the national parks in the United States. This is why we are including informational pamphlets about one of the parks in each package. We want to showcase not only the beautiful landscapes but the animals and plants and conservation efforts being made there. By doing this we hope to encourage people to foster a more profound relationship with the natural world.”

What challenges did you face in creating a collection that reflects the roughness of nature and stays true to the elegance of Ralph Lauren?

“Finding a balance between rugged functional apparel and the refined nature of the Ralph Lauren brand was a challenge. I wanted to ensure that each item was sturdy and usable for outdoor activities while also retaining the beauty and timelessness our customers expect from us.”

How did you decide on the setting of Jackson Hole to show the collection?

“Diamond Cross Ranch in Jackson Hole is the perfect place to hold this show. It offers a beautiful representation of the frontier, with the Grand Tetons in one direction and Yellowstone in the other. The rugged beauty of the landscape perfectly mirrors what this collection is about. By holding the show here, we are honoring the inspiration behind this collection.”

Ralph Lauren is known for timeless designs. How does the “Spirit of the Frontier” collection balance this style with outdoor functionality?

“I feel it is possible to combine style and practicality in a beautiful way. When making this collection I wanted to ensure that all the items were not only functional for outdoor activities but also fashionable enough to wear daily. This balance is what makes the collection timeless.”

What role do the park rangers walking the runway have in the story of this collection?

“Park rangers are synonymous with the parks. They protect them every day. We wanted a way to honor the part they play in the conservation of our country which is why we are having them walk the runway. They are a reminder of the importance of protecting these environments which is at the heart of the collection.”

What are Ralph Lauren's long-term plans for this relationship with the National Park Foundation?

“Our work with the National Park Foundation aligns with our strong commitment to environmental stewardship and giving back to our community. Not only are we donating a portion of the proceeds, but we also want to educate people about the significance of this land. With our customers help we want to make a long-lasting difference and inspire them to join efforts to protect our land.”

Date: Jan. 16, 2024

To: Vanessa Friedman: Fashion director and chief fashion critic at *The New York Times*

From: Jacqueline Franco: Director of PR at Ralph Lauren

Subject: Upcoming Ralph Lauren collection honors America's national parks

Hello Vanessa,

Ralph Lauren will present his Fall/Winter 2025 outdoor wear collection, "Spirit of the Frontier," on May 1, 2025, at the iconic Diamond Cross Ranch in Jackson Hole, Wyoming. The line is inspired by America's national parks and Lauren's love for conservation and the outdoors.

The collection consists of a curated range of items made for exploring, crafted from sustainable materials. The show will end with 20 park rangers taking the runway, the show will be a dedication to America's great outdoors. A percentage of proceeds will be donated to the National Park Foundation, and each item will come with educational content about one of the 63 national parks on the landscapes, wildlife, and conservation efforts of the park.

Please contact me if you would be interested in attending and writing a story about this inspiring collection. Thank you.

Jacqueline Franco

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Additional Items

- **About us:** Summary or overview of Ralph Lauren, including background, labels under the company, and community service.
- **History:** History of Ralph Lauren and how it has grown and spread over the years
- **Photos:** Photos of items in the collection and of Jackson Hole Ranch
- **Q&A:** Q&A with Ralph Lauren on his inspiration and the goals of the collection.
- **Contact information:** Address and contact information for Ralph Lauren headquarters, the customer service email, the general press email, and the investor relations email.
- **Community service programs:** Information about the Ralph Lauren Cancer Research and Prevention Centers and their annual global citizenship & sustainability report detailing environmental efforts.
- **Financial information:** Recent financial highlights, including its quarterly revenue, net income, revenue growth, and any changes to its financial outlook.
- **Annual report:** Financial, strategic, and operational reports from recent years