



## Ralph Lauren Introduces The Custom Polo, Made to Order

*Allows consumers to co-design the iconic Polo shirt for the first time; continues to pioneer innovation in on-demand manufacturing*

Ralph Lauren is re-imagining its most celebrated product with a revolutionary new addition to the Create-Your-Own customization program – **The Custom Polo, Made to Order**.

For the first time, customers will be able to design their own individual expression of the iconic Polo shirt - from the ground up. The Polo is crafted with flat-knit technology for a soft feel and a luxurious drape and is available in six designs and 24 color combinations. Customers can create hundreds of designs by choosing the color or color-block of the body, sleeves and collar; and can customize the sleeve with letters, words or initials through a digitally integrated experience. Graphic designs, additional customization options, logos and limited editions will be available in the coming months with programmed releases throughout the year.

The Custom Polo, Made to Order is the company's latest offering using its on-demand manufacturing model—with no pre-made inventory, every product is individually knit per each customer's unique specifications.

As traditional manufacturing processes give way to new technologies, the Company looks to be at the forefront of what is emerging as a revolutionary new approach to meeting the needs of today's consumer. This model has both immediate and long-term benefits, including reducing product inventory, allowing for rapid fulfillment and agility in meeting consumer desires and taste, eliminating the need for markdowns. Unlike traditional cut-and-sew production methods, where patterns are cut from yardage and assembled, each Polo is knit on demand with the panel pieces coming directly off the knitting machine knit to size, resulting in minimal material wastage.

This spring and summer, Ralph Lauren will celebrate the Polo shirt with a global marketing campaign entitled "World of Color," bringing the icon to life through unique customer experiences and digital-first activations.

An experiential mobile pop-up tour will visit key markets in the US over the coming months. Ralph Lauren retail stores and select wholesale locations will launch color-themed in-store experiences and pop-ups globally. Social- and digital-first activations will include a custom-created Snapchat Scan lens that will unlock a Custom Polo and color-themed experience; and a unique program with next-generation TikTok personalities that will highlight individuality and self-expression.

The Custom Polo, Made to Order is available for purchase exclusively at [RalphLauren.com](https://RalphLauren.com), beginning May 18.

### ABOUT RALPH LAUREN CORPORATION

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in five categories: apparel, footwear & accessories, home, fragrances and hospitality. For more than 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, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children, Chaps and Club Monaco, among others, 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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