

A man with wavy brown hair and a light beard is smiling. He is wearing a dark blazer over a white cable-knit sweater with a maroon and white V-neck pattern. Underneath, a light blue striped shirt is visible. He is also wearing a brown belt and light-colored trousers. The background is a blurred outdoor setting with a window.

POLO

RALPH LAUREN



POLO

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The Men of 5TH & 55TH
Presenting the iconic world of Polo in all its glory

DOWNTOWN STYLE
A new take on city prep

THE POLO COAT
An outerwear icon is reborn

URBAN FRONTIER
Rugged looks with a modern twist

TIMELESS BY DESIGN
The Ralph Lauren polo shirt



the Men of 5th & 55TH

In light of the first Polo flagship on 5th Avenue and 55th Street in New York City, Ralph Lauren proudly presents the iconic world of Polo in all its glory. Set against the backdrop of one of the greatest cities in the world, and designed with an all-encompassing vision for the modern man, Polo represents true American style as only Ralph Lauren can express it.



The New Polo Suit
crafted in Europe with a fresh,
slimmed-down silhouette
Experience tailored clothing
at Ralphlauren.com





Tonal looks in navy and grey define laidback sophistication from uptown to downtown





The New Crewneck Sweatshirt

is slim-fitting, washed for softness and finished with old-school collegiate graphics



Layers of cozy fleece, soft-shouldered blazers and handsome wool outerwear lend an air of tailored sophistication to easy weekend dressing



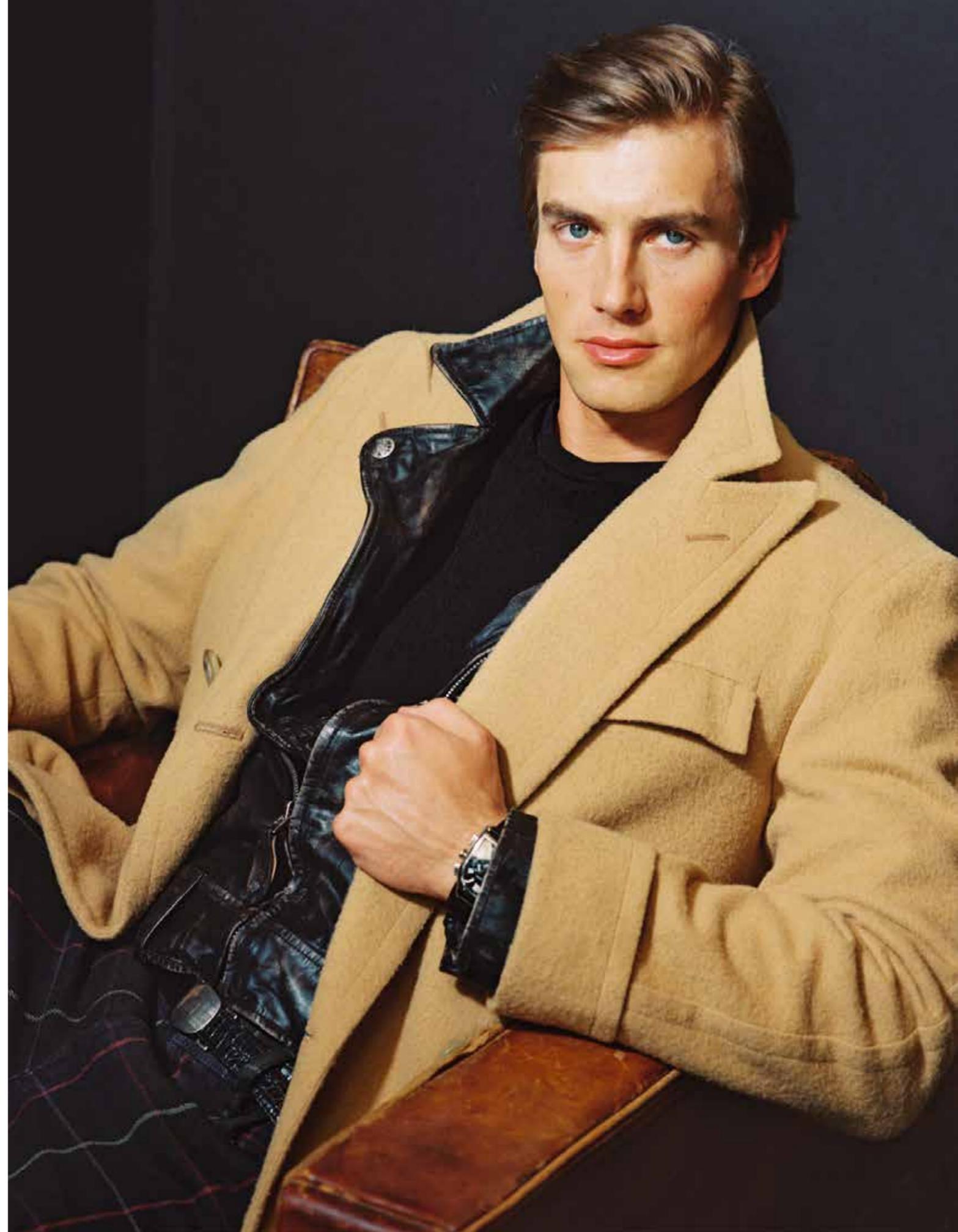
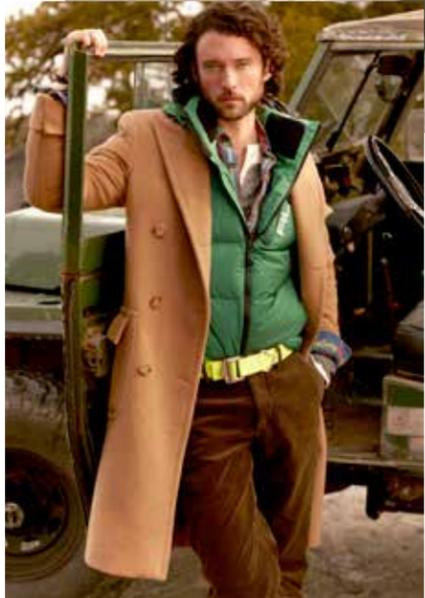
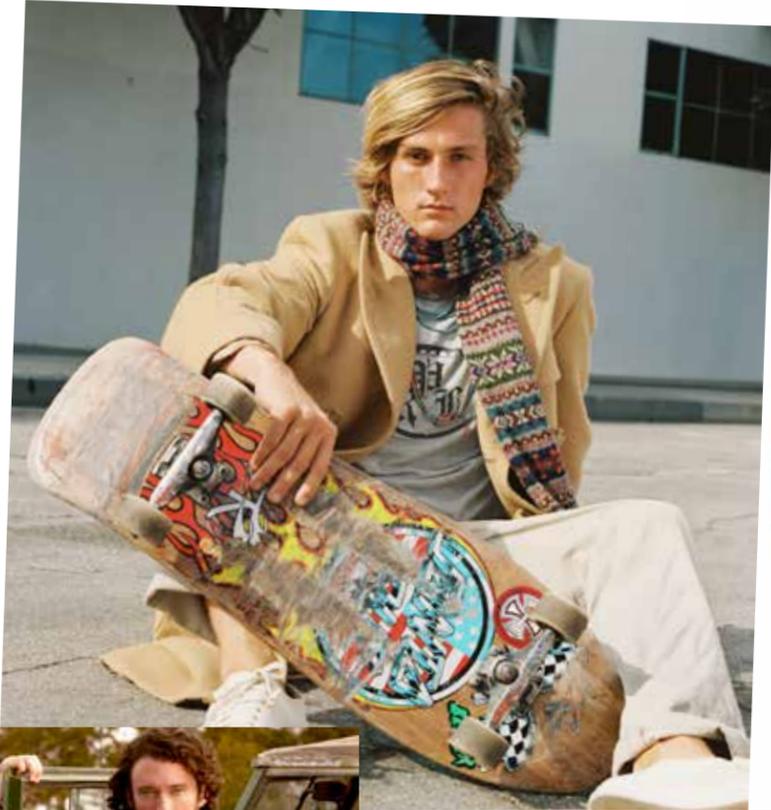
DOWNTOWN STYLE



Select denim crafted from premium fabrics and genuine selvedge for a lifetime of wear

THE POLO COAT

Long, double-breasted and made of camel hair, this outerwear icon was originally worn by polo players, thrown over their shoulders for warmth between chukkers. Updated with a trim, modern cut, this season the polo coat reclaims its place as a mainstay in the wardrobe of any well-dressed man.







URBAN FRONTIER

Polo reimagines the rough and rugged for fall, fusing military and American design influences with luxe fabrics and modern silhouettes. Performance-ready pieces and technical gear are mixed throughout, for bold, adventurous style in town or on the trails.





The Sweater Blazer
Double-breasted and emblazoned
with a graphic beacon pattern



The Ultimate Shearling
modeled after military-issued B-3
flight jackets with front map pockets
and authentic belted waistband

TIMELESS *by design*

Introduced in 1972, the Ralph Lauren polo shirt was instantly revered as a true American icon. Inspired by the favored uniform of polo players and adorned with the signature “pony” logo, the iconic knit shirt is the standard by which all others are judged.



Though the original stays true to fit and form, Ralph Lauren continues to reinvent his icon—introducing new colors, styles and innovative ways to wear it each season.





711
5th Avenue

RALPH LAUREN OPENS
HIS POLO FLAGSHIP
ON FIFTH & 55TH

Located in a historic building on one of New York City's most famous streets, the new Polo Flagship is home to the world-premier of Polo for women as well as the iconic Polo collection for men. "I've always loved Fifth Avenue," says Ralph Lauren, "and this is the perfect place to launch our new world and show men's and women's together." The Polo Flagship will also feature a café on the second floor, *Ralph's Coffee*, featuring private blends, fresh juices and some of the designer's favorite sweet treats. Around the corner at 1 East 55th Street, Ralph Lauren is also slated to open his first New York restaurant, The Polo Bar. *The Polo Bar* will offer a cozy club-like atmosphere and signature favorites, such as the Polo Bar Burger.

Polo stores are opening around the world.
Find one near you at RalphLauren.com/Stores

EXPERIENCE THE NEW WORLD OF POLO

RALPHLAUREN.COM

Watch the women's runway show, shop the trends
and see even more ways to wear the season's key looks



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