

RALPH LAUREN'S AMERICAN DREAM



Classic opulence and sleek modernity blend to create iconic pieces that emphasize the personal style of Ralph Lauren.

A man who follows his instincts and strong sensibilities, Ralph Lauren's passion is to design what he loves, and especially to design for people's lives. That philosophy is the inspiration for Polo Ralph Lauren.

"I've always had a clear vision. It means taking risks, going with what you feel, but never losing sight of your vision and conviction." In these words, Ralph Lauren, chairman and chief executive officer of Polo Ralph Lauren, defines the values upon which he has built a global lifestyle brand representing the best in American design. At the core of his designs is a natural elegance, achieved with the utmost attention to detail.

Mr. Lauren's vision, too, is to create stores that showcase perfectly the Ralph Lauren lifestyle: featuring clothing, accessories and home décor in a stunning atmosphere. With three locations spanning the Washington, D.C., metropolitan area — Georgetown; Chevy Chase, Md., and McLean, Va. — Ralph Lauren is more than a fashion company; it is an expression of an iconic lifestyle that inspires loyalty and visions of enduring beauty.

The luxury of the three stores, paired with an unparalleled level of service, creates an unprecedented shopping experience. Each store conveys classic opulence and sleek modernity, and true to Ralph Lauren's own nature, clients are afforded a personal experience rooted in tradition and heritage, the same values that the company has been identified with for more than four decades.

Sales professionals are notable for their vast product knowledge. They are trained to individualize each shopping experience to suit that client's specific wardrobe or home furnishing needs. Embodying opulent sophistication, the Womens Collection's distinctive sensibility is expressed through modern silhouettes — expertly crafted from the finest luxury fabrics — reflecting the epitome of bold femininity and rarefied chic, as only Ralph Lauren can express it.



"WHAT I DO IS ABOUT LIVING. IT'S ABOUT LIVING THE BEST LIFE YOU CAN AND ENJOYING THE FULLNESS OF THE LIFE AROUND YOU— FROM WHAT YOU WEAR, TO THE WAY YOU LIVE, TO THE WAY YOU LOVE." — RALPH LAUREN, CHAIRMAN AND CHIEF EXECUTIVE OFFICER



Custom tailoring with the men's Made to Measure collection ensures the ultimate in personalized luxury. Impeccably crafted suits, dress shirts, trousers, topcoats, sport coats and formalwear are customized to a client's exacting measurements from a wide range of the world's most luxurious fabrics, offered exclusively and in limited edition. Private shopping hours can also be arranged to accommodate busy schedules, and Ralph Lauren sales professionals can make a personal visit for special tailoring needs.

Mr. Lauren's success is a product of hard work, innovation and his immaculate sense of style. He began his design career in 1967 with an innovative wide-tie neckwear line that launched the "wide-tie revolution" and marked the beginning of the Polo label. The following year saw the introduction of his first menswear collection. From the original silk ties to a chic Collection gown; from luxurious home goods to the iconic polo shirt; every item has a distinctive touch that sets it apart. Apparel and accessories become modern heirlooms as Ralph Lauren's designs have an inherent appeal that spans generations.

Philanthropy has always been a significant part of the Ralph Lauren mission, and includes a cause involving an integral part of American history. Polo Ralph Lauren's corporate gift of \$13 million was endowed to the Save America's Treasures Campaign to

preserve the Star Spangled Banner, which is housed locally at the Smithsonian Institution's National Museum of American History.

Other myriad philanthropic endeavors of the Polo Ralph Lauren Foundation include initiatives and programs that focus on cancer care and prevention, a college scholarship program for children of September 11 attack victims that will continue until the year 2022, and projects that advance artistic expression and cultural development.

Globally recognizable, Polo Ralph Lauren continues to break boundaries in the true spirit of the company's founder. "What I do is about living. It's about living the best life you can and enjoying the fullness of the life around you— from what you wear, to the way you live, to the way you love," Mr. Lauren says. That's the Ralph Lauren style. ✪

Visit one of the Ralph Lauren stores located in the Washington, D.C., area to explore the luxurious collections for men, women and the home.

To arrange a private shopping appointment, contact the Mandarin Oriental Hotel Concierge or a Ralph Lauren store.

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