

Ralph Lauren

A brief history

1960's

- 1967 Ralph Lauren establishes the Polo label, the line is named after a sport that embodies a world of discreet elegance and classic style.
- 1969 The first shop-within-a-shop is established in Bloomingdale's New York.

1970's

- 1970 Ralph Lauren wins his first award for menswear
- 1971 Ralph Lauren establishes womenswear - the Polo player emblem is introduced
- 1972 The mesh polo shirt with the Polo player is introduced in 24 different colors - it immediately becomes an American classic
- 1974 Paramount studios asks Ralph Lauren to design the men's clothing for the movie *The Great Gatsby*
- 1975 Ralph Lauren wins the American Fashion award
- 1976 Ralph Lauren wins his first award for womenswear

1980s

- 1983 The Ralph Lauren home collection debuts
- 1986 Ralph Lauren opens the flagship store on Madison Avenue on 72nd street

1990s

- 1993 The Polo Sport line is introduced
- 1994 The purple label is introduced, the purple label is an exclusive brand of men's tailored clothing
- 1996 The Polo Jeans line is introduced
- 1997 Polo Ralph Lauren becomes a publicly traded company on the New York Stock Exchange (NYSE: RL)
- 1998 The RLX line of authentic, technically specific sportswear is launched
- 1999 Ralph Lauren opens a restaurant next to the flagship store in Chicago

2000

- 2000 Polo.com comes online







RALPH LAUREN
COLLECTION





