



Ralph Lauren Announces Strategic Collaboration to Accelerate Growth of Luxury Furniture Business

Long-term agreement with industry leader Haworth Lifestyle Design will expand luxury furniture distribution, including opening of first standalone Ralph Lauren Home stores

NEW YORK — December 12, 2023 — Ralph Lauren Corporation (NYSE:RL) today announced a strategic, long-term agreement with Haworth Lifestyle Design, a recognized leader in the design, manufacturing and distribution of luxury furniture, enabling Ralph Lauren to continue to expand and grow its Home business. Commencing April 1, 2024, the agreement brings together the strength of the Ralph Lauren brand with the operational expertise of Haworth Lifestyle Design in a first-of-its-kind collaboration for the two companies that is designed to significantly expand the production and distribution of Ralph Lauren’s Italian-made, luxury furniture offerings. The collaboration will also include the development and operations of a network of new, freestanding, immersive Ralph Lauren Home stores in strategic locations globally.

Introduced in 1983, Ralph Lauren’s all-encompassing Home collection revolutionized the industry with its pioneering lifestyle approach to design. Since then, Ralph Lauren Home has become synonymous with a distinctive vision of enduring style and an unwavering commitment to the highest level of craftsmanship. The expansive collection includes handsome furniture and lighting, distinctive floor coverings, fabric and wallcovering, tabletop, and decorative accessories as well as luxurious bed and bath linens.

“As we celebrate the 40th anniversary of Ralph Lauren Home, we are committing to continuing our investment in the success of our Home business, positioning us to keep inspiring consumers around the world to create a more beautiful life,” said Guillaume Tardy, Chief Lifestyle and Licensing Officer, Ralph Lauren Corporation. “Home is a high potential category for us, and working with Haworth Lifestyle Design will allow us to leverage their expertise in craftsmanship, manufacturing

and customer service, as well as to expand distribution of our luxury furniture, further accelerating the growth of Ralph Lauren Home around the world in support of our Next Great Chapter: Accelerate strategy.”

Under this new agreement, Ralph Lauren and Haworth Lifestyle Design will closely collaborate to bring the Ralph Lauren Home experience to consumers, partnering on design, marketing, and selection of store locations and store designs. The Company will also continue to directly manage the development of its bedding, bath, tabletop, and gifts product categories and will work with its existing partners for other home furnishings categories.

Haworth Lifestyle Design is one of the largest operators of luxury furniture brands in the world, with best-in-class supply chain capabilities from made-to-order, Italian manufacturing through to white glove delivery. The company also operates a global network of standalone luxury furniture stores and maintains expansive luxury wholesale partner relationships. These capabilities will be leveraged through the introduction of new, standalone Ralph Lauren Home stores operated by Haworth Lifestyle Design in locations aligned to Ralph Lauren’s key cities ecosystem strategy, raising visibility and brand awareness for Ralph Lauren’s home offerings. Haworth Lifestyle Design will also be responsible for product development, sourcing & manufacturing, product marketing, and wholesale account management.

“Like Ralph Lauren, at Haworth Lifestyle Design we are driven by a passion for craftsmanship, innovation, and helping people around the world lead a life well-lived,” said Dario Rinero, Chief Executive Officer, Haworth Lifestyle Design. “Ralph Lauren has defined for more than four decades what a luxury lifestyle can look like through its iconic and timeless home designs. We are deeply invested in this collaboration

and honored to partner with their team to inspire trade partners and consumers, exceeding their expectations with beautiful furniture designs and exceptional service.”

Haworth Lifestyle Design will also assume post-order customer service and white glove delivery for ecommerce and existing Ralph Lauren stores globally. The company will produce the majority of Ralph Lauren furniture in Italy, exclusively on a made-to-order basis.

ABOUT RALPH LAUREN

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, go to <https://investor.ralphlauren.com>.

ABOUT HAWORTH LIFESTYLE DESIGN

Haworth Lifestyle Design is a federation of leading global design brands part of Haworth Inc., a US company operating in commercial furniture and interiors, with revenues of 2.5 billion dollars and over 8.000 members worldwide. Haworth Lifestyle Design is a world leader comprising the following brands: Poltrona Frau, Cappellini, Cassina, JANUS et Cie, Luminaire, Ceccotti, Karakter, Luxury Living Group, Interni, Zanotta. Luxury Living Group designs and manufactures under license home furniture for some of the most important luxury brands for over 30 years: Dolce & Gabbana Casa, Versace Home, Trussardi Casa, Bentley Home and Bugatti Home. Haworth Lifestyle Design is a multicultural team in continuous expansion and evolution, rich of different and complementary brands that have contributed to tracing the success of Italian design and craftsmanship in the world.

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