

# RALPH LAUREN

## **RALPH LAUREN RECEIVES THE PRESIDENTIAL MEDAL OF FREEDOM**

*Presented by President Biden in a ceremony at the White House in Washington, D.C.*

*The first fashion designer to receive the honor*

WASHINGTON, DC — January 4, 2025 — Ralph Lauren received the Presidential Medal of Freedom from President Biden in a prestigious ceremony held in Washington, D.C. on Saturday, January 4. The award—the nation’s highest civilian honor—recognizes Lauren’s extraordinary contributions as a visionary fashion designer, trailblazing entrepreneur, innovative business leader, and dedicated philanthropist.

The Presidential Medal of Freedom honors individuals who have made exemplary contributions to the prosperity, values, or security of the United States, world peace, or other significant endeavors. Established in 1963 by President John F. Kennedy, the medal has been awarded to a diverse range of influential figures across disciplines, including Dr. Martin Luther King Jr., President Ronald Reagan, Maya Angelou, Mother Teresa, and, more recently, Billie Jean King and Simone Biles. Ralph Lauren is the first fashion designer to receive this distinction—a historic acknowledgment of his transformative influence on American culture and society.

For more than six decades, Ralph Lauren has celebrated the essence of American culture, crafting an enduring vision that defines American style. As an ambassador of American taste, style, and culture, Lauren has shaped the way the world perceives the country’s heritage and values. His collections have often been described as storytelling through design, with each piece evoking themes of aspiration, tradition, and individuality. Translating his artistic vision into a global lifestyle brand, Lauren is recognized as one of the world’s most innovative leaders in design and business.

Ralph Lauren's journey began in the Bronx, New York, where his roots instilled a belief in the power of hard work, aspiration, and authenticity. Starting by designing men's ties from a single drawer in the Empire State Building, he built one of the most iconic global lifestyle brands in history. His life and career are deeply rooted in the rich tapestry of American heritage, drawing inspiration from the country's landscapes, cultures, and artistry. Through the timeless elegance of his men's, women's, and children's clothing, his expansive home collections, cinematic advertising, and the intricate beauty of his stores and restaurants, Lauren has redefined American style. His story is a profound testament to the boundless possibilities of creativity, determination, and the American Dream.

Throughout his illustrious career, Lauren has been celebrated with numerous prestigious honors, including the James Smithson Bicentennial Medal, which recognizes his lifetime contributions as a great American and his leadership in preserving the Star-Spangled Banner; France’s Chevalier de la Légion d’Honneur in recognition of his influence as a designer, business leader, and philanthropist; and an Honorary Knight Commander of the Most Excellent Order of the British Empire (KBE), marking him as the first American designer to receive this distinction. He has also received numerous honors from the Council of Fashion Designers of America (CFDA), such as Menswear and Womenswear Designer of the Year, the Lifetime Achievement Award, and the American Fashion Legend Award, among others.

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Beyond his contributions to fashion and culture, Ralph Lauren continues to leave a profound mark on philanthropy, with a particular focus on the fight against cancer. His personal mission to reduce disparities in cancer care has positively impacted countless lives. The Ralph Lauren Corporate Foundation continues to champion equity and empower underserved communities worldwide, embodying his belief in the power of compassion and opportunity.

## **ABOUT RALPH LAUREN CORPORATION**

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, visit

<https://corporate.ralphlauren.com/>

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