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Ralph Lauren bridges fashion, technology for handbag innovation

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Ralph Lauren's Ricky Bag with Light

By STAFF REPORTS

U.S. fashion label Ralph Lauren is fusing together fashion and technology with the introduction of its Ricky Bag with Light.

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Ralph Lauren describes the handbag as the “epitome of functional glamour, combining modern technology innovation with the enduring artistry of [the brand’s] signature silhouette.” Many high-end fashion brands have worked to integrate technology into their apparel and accessories to stay relevant in an ever-evolving mobile climate.

Got a light?

In addition to a link to pre-order the handbag, Ralph Lauren shared a video on its Facebook page to promote and highlight the product’s attributes. The bag features LED lights and a built-in USB charger and discrete rechargeable battery.

The 30-second video shows a woman placing her Ricky Bag with Light handbag on a coffee table in a darkened room before showing the panel of LED lights found within the bag’s frame. In the following scene, the woman is shown looking inside her bag to find her ringing smartphone with the assistance of the lights. The smartphone is also shown

plugged into the USB charger.

The video concludes with a digitalized version on the handbag closing its latch while beams of light radiate from within.

Embedded Video: [//www.youtube.com/embed/O0ZTvRS_O0U](https://www.youtube.com/embed/O0ZTvRS_O0U)

Ricky Bag with Light

Ralph Lauren's Ricky Bag with Light is handmade in Italy and is made of smooth box calfskin and lined with purple nappa leather. Using 50 pieces of leather and rose gold hardware, the \$5,000 Ricky Bag with Light takes about 12 hours to create.%0

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