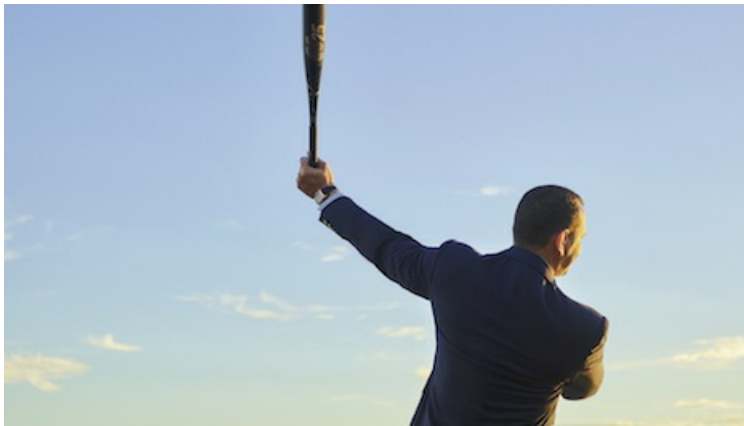


FRAGRANCE AND PERSONAL CARE

Ralph Lauren taps baseball legend for latest scent

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Alex Rodriguez is the latest ambassador for Ralph Lauren. Image credit: Ralph Lauren

By STAFF REPORTS

U.S. fashion label Ralph Lauren is tapping former baseball player Alex Rodriguez as the face of its Polo Blue fragrance.

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The fashion label is citing the decision to bring the former Yankee player as the newest ambassador as bringing a new "spice" to the franchise. Commonly known as A-Rod, Ralph Lauren says the new spokesmen for Polo Blue brings a level of depth, sophistication and energy to the brand.

Swinging for scent

Mr. Rodriguez launches as the face of the fragrance line as Ralph Lauren its latest scent, Blue Gold Blend. The brand describes the scent as with warm, rich notes to "set the gold standard of refinement."

"I've always admired the Ralph Lauren brand. Since I was young," Mr. Rodriguez said in a statement. "I've seen it as timeless and aspirational and the fragrances have been nothing short.

"That's part of the reason this collaboration is so special to me," he said.



Mr. Rodriguez is currently featured in a variety of still images for the fragrance, but more content with the baseball legend is likely to come moving forward.

The lifestyle company also recently shared a message of love with the help of a real-life couple in another personal fragrance campaign.

Model Taylor Hill was also announced as the new face of Ralph Lauren Romance and appeared alongside her longtime boyfriend Michael Stephen Shank in a short film and still campaign. Through sharing a real-life romance, Ralph Lauren adds another layer of authenticity and relatability to the effort ([see story](#)).

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