

SPORTS

Ralph Lauren launches commemorative US Open campaign

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Beginning Aug. 28, 2023, the tennis tournament will take place in New York City, just a borough away from the luxury fashion brand's birthplace. Image courtesy of Ralph Lauren

By LUXURY DAILY NEWS SERVICE

U.S. fashion group **Ralph Lauren** is getting ready for a historic sports tournament.

To celebrate its 18th year as the event's official outfitter, the company is unmasking a new campaign in light of the 2023 US Open Tennis Championships. By way of Polo Ralph Lauren, the brand will dress 215 on-court officials and 400 ball crew members, offering members of the public a commemorative collection alongside immersive, in-store engagements to promote the occasion.

Smash, hit

Slated to run from Aug. 28 through Sept. 10, 2023, the US Open is taking place in New York, Ralph Lauren's home state.

The company's hospitality arm is bringing the tournament closer to those in the Big Apple, broadcasting live matches on screens displayed in the windows, such as at the Madison Avenue location.

On Prince Street and in Long Island's Manhasset, Ralph Lauren is adding a luxury hospitality sweet experience to its retail spots, complete with light refreshments and decor straight from its Home brand.

In another celebratory move, a new collection comprises of accessories and clothing for women, children and men. Each is available at select Polo Ralph Lauren shops and online at [RalphLauren.com](https://www.RalphLauren.com) while the tournament is occurring.



Apparel aside, two sunglass and eyeglass styles are updated, adorned with the Pony player emblem and U.S. Open logos. Image courtesy of Ralph Lauren

For this year's release, modern shapes are blended with performance fabrics and details, blending the brand's classic luxury aesthetic with athletic adds.

The Ralph Lauren ball crew Polo showcases this fusion, bringing together pops of colors, graphics and vintage rugby stripes.

As a continuation of the company's ongoing sustainability efforts ([see story](#)), the piece is made with recycled plastic bottles that were woven into yarn. In another green move, Ralph Lauren is working with sports equipment maker Wilson to gather up the tennis ball cans during the upcoming tournament, so that they can be recycled into new fabrics.

Personalization is also a focus, the brand extending its Create-Your-Own program by offering customized Polo accessories and apparel, including Polo shirts, fleece, caps, tennis towels, totes and water bottles. These embroidered products will be available to purchase at the event and online.

Additionally, two sunglass and eyeglass styles are updated, adorned with the Pony player emblem and US Open logos.