

RETAIL

Canada's first luxury Ralph Lauren store goes live

September 27, 2023



Toronto's Yorkdale Shopping Centre is playing host to the country's first official Ralph Lauren boutique. Image credit: Ralph Lauren Corporate

By LUXURY DAILY NEWS SERVICE

U.S. fashion group Ralph Lauren is bringing full-priced inventory to a new market.

The brand is open for business in Canada, choosing Toronto as the site of its first official luxury boutique location, enhancing the company's existing wholesale and outlet store presence throughout the region. Ralph Lauren will also grant shoppers ecommerce access, launching online in the country next month.

"Ralph Lauren's ethos of timelessness and authenticity has inspired and connected with our Canadian consumers for decades, and we're excited to bring a more holistic expression of our brand to Canada," said Bob Ranftl, regional CEO for North America at [Ralph Lauren Corporation](#), in a statement.

"We look forward to serving our consumers throughout Canada with enhanced and elevated experiences that reflect our luxury lifestyle point of view."

Inaugural opening

Guided by '[Next Great Chapter: Accelerate](#)' outlined in 2022, the three-year plan aims to deliver long-term, sustainable growth and value creation at the company. Ralph Lauren's latest store opening sees the retailer inching closer towards an overarching goal of growing its footprint across North America, Asia and Europe.

As far as strategies for scaling globally are concerned, Toronto remains one of the company's top regional targets. Currently, 12 outlet stores operate throughout Canada, joining a small number of wholesale retail partners selling Ralph Lauren gear.

Located on the first floor of the city's Yorkdale Shopping Centre, the new storefront sits upon a new horizon for the high-end apparel player.



Inside Ralph Lauren's new storefront, located on the first floor of Yorkdale Shopping Centre. Image credit: Ralph Lauren Corporate

A mix of the Men's Purple Label and Women's Collection, and a curated assortment of Polo Ralph Lauren men's and women's styles, are housed on-site. The shop additionally offers personal styling services, tailoring, and alteration and repair options.

Ecommerce is just as important to the maison as its bricks-and-mortar establishment, the Canadian version of the Ralph Lauren site showcasing selects from its full portfolio of men's, women's and childrenswear apparel, accessories and footwear items, as home items join the lineup.

RalphLauren.ca launches Oct. 11. Executives note that the company is exploring a French version of the digital platform for the Quebec population.

Last month, Ralph Lauren went all-in with a virtual engagement, the concept innovatively supporting the release of the new RL 888 handbag ([see story](#)).

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.