

HOME FURNISHINGS

Ralph Lauren set to expand luxury furniture line

December 19, 2023



Ralph Lauren Home's new partner will take on product development, sourcing, manufacturing, product marketing and wholesale account management. Image credit: Ralph Lauren

By LUXURY DAILY NEWS SERVICE

U.S. fashion group Ralph Lauren has struck a deal with American furnishings company Haworth Lifestyle Design.

The partnership, launching on April 1, 2024, will expand the luxury brand's furniture network and distribution channels worldwide. Signing a long-term agreement, the two parties are looking to open the first standalone Ralph Lauren Home stores.

"As we celebrate the 40th anniversary of Ralph Lauren Home, we are committing to continuing our investment in the success of our Home business, positioning us to keep inspiring consumers around the world to create a more beautiful life," said Guillaume Tardy, chief lifestyle and licensing officer at [Ralph Lauren Corporation](#), in a statement.

"Home is a high potential category for us, and working with Haworth Lifestyle Design will allow us to leverage their expertise in craftsmanship, manufacturing and customer service, as well as to expand distribution of our luxury furniture, further accelerating the growth of Ralph Lauren Home around the world in support of our Next Great Chapter: Accelerate strategy."

Lifting luxe

With Italian manufacturing hubs and a made-to-order set-up, Haworth Lifestyle Design is experienced in the development of home product lines.

Besides strong supply chain capabilities, the U.S.-owned company holds many existing wholesale partner relationships in the high-end sector.



Ralph Lauren Home, now in its 40th year, will now have spaces of its own around the world. Image credit: Ralph Lauren

This expertise is being contributed now to the acceleration of Ralph Lauren Home. Introduced in 1983, the collection includes furniture, lighting, fabric, wallcoverings, table items, decorative accessories and floor coverings, as well as bed and bath linens.

Together, production and distribution for the U.S. fashion brand's Italian-made furnishings will be expanded, as leaders focus on placing new freestanding stores placed around the world.

Operations, product development, sourcing, manufacturing, product marketing and wholesale account management will be handled by Haworth Lifestyle Design moving forward.

The company will also take over post-order customer service and white glove delivery for Ralph Lauren Home. The partner will produce all furniture, mostly manufactured in Italy, on a made-to-order basis.

Ralph Lauren will continue to directly manage the development of its bath, tabletop, gifts and bedding product categories, working with existing partners on all other furnishing segments.

"Like Ralph Lauren, at Haworth Lifestyle Design we are driven by a passion for craftsmanship, innovation, and helping people around the world lead a life well-lived," said Dario Rinero, CEO of Haworth Lifestyle Design, in a statement.

"Ralph Lauren has defined for more than four decades what a luxury lifestyle can look like through its iconic and timeless home designs," Mr. Rinero said. "We are deeply invested in this collaboration and honored to partner with their team to inspire trade partners and consumers, exceeding their expectations with beautiful furniture designs and exceptional service."

This is not the only recent first-of for the brand: Ralph Lauren debuted an Artist in Residence program earlier in December ([see story](#)).