

APPAREL AND ACCESSORIES

Ralph Lauren celebrates New York for fall 2024

August 20, 2024



The City That Never Sleeps serves as the setting and inspiration for the new drop. Image credit: Ralph Lauren/Lachlan Bailey

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. fashion group Ralph Lauren is presenting its latest release as an ode to its founder's hometown.

The brand's fall 2024 campaign, titled "Ralph's New York," is a love letter to the Big Apple. Released today, the film spotlights pieces from the seasonal collection within and around the city's iconic landmarks.

"I've always believed in style, not fashion, and things that get better with age," said Ralph Lauren, executive chairman and chief creative officer at [Ralph Lauren](#), in a statement.

"There is a greatness to New York that has defined culture and style for generations," Mr. Lauren said. "This timelessness inspires me.

"New York is where dreams are made, it's where I first started, and there is no other city like it in the world."

View from the top

Shot by Australian photographer Lachlan Bailey, the campaign aims to immerse the viewer in the many sights of New York.

A promotional film, produced by British filmmaker Jacob Sutton, looks to much of the same, adding soundscapes to the equation. New York-native recording artist Alicia Keys' cover of "New York State of Mind," originally by singer-songwriter Billy Joel, from the Bronx, scores the video.

The maison presents "Ralph's New York"

During the short, models pose in Central Park, on top of the Empire State Building and around other locations throughout the city. Each of the talents sports items from the men's and women's selections of the fall 2024 collection.

Among the pieces showcased is the "[Polo Ralph Lauren Yankees Jacket](#)," a wool-blend coat bearing the Major League Baseball team's logo. The look, which retails for \$898, was created in partnership with the MLB.

The full collection is available now [online](#) and in-store.

Ralph Lauren also released a [playlist](#) to further immerse audiences in the group's vision of the City That Never Sleeps.

British fashion house Alexander McQueen took a similar approach for its fall marketing push, showcasing the sights of East London ([see story](#)).

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