



Ralph Lauren Debuts “Every Moment is a Gift” Holiday Campaign

November 4, 2019 - Ralph Lauren debuts its latest global advertising campaign, titled “Every Moment is a Gift,” inviting everyone into the enchanting world of Ralph Lauren during the Holiday season. The campaign celebrates the brand’s rich heritage of style and family, highlighting intimate moments on the journey to the holidays – moments spent with family, moments that bring people closer to home, and moments that really matter.

Shot by the globally celebrated photography duo, Hill & Aubrey, and film directed by Steven Brahms, the campaign features five real families and six models – including model Taylor Hill and her family, actor Matt Dallas with his musician husband Blue Hamilton and their son, model Phillip Bread and his family, and artist Damian Loeb, his model wife Zoya Loeb and their children. The cast members are caught in authentic holiday moments – on the mountain, dressing up for the holidays and enjoying a winter escape out west – all immaculately dressed in Ralph Lauren.

The “Every Moment is a Gift” campaign continues to showcase feelings of family, optimism, diversity and intimacy that laid the foundation of the brand’s “Family is Who You Love” campaign back in April and the “Wear Your Story” denim campaign in August. The new campaign builds on these nostalgic elements, while exemplifying the brand’s clear values with an eclectic cast of models and friends of the House.

The “Every Moment is a Gift” holiday campaign will run from November through December in global markets and will be inclusive of outdoor, print, digital, and social media placements as well as on RalphLauren.com. Focusing on engaging with a younger consumer, a key pillar within the brand’s *Our Next Great Chapter* strategy, Ralph Lauren will additionally partner with Snapchat on an Augmented Reality experience through its interactive “World Lens”. In addition to a branded lens where users can try on new eyewear styles, guests are welcomed into the world of Ralph Lauren through a uniquely immersive and personalized holiday setting, encouraging them to unwrap and purchase gifts.

Download approved images [here](#).

Link to the video is [here](#).

ABOUT RALPH LAUREN

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in five categories: apparel, footwear & accessories, home, fragrances and hospitality. For more than 50 years, Ralph Lauren’s reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company’s brand names, which include Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children, Chaps and Club Monaco, among others, constitute one of the world’s most widely recognized families of consumer brands. For more information, visit our [Company website](#).

MEDIA CONTACT

Amy Reinitz
Senior Director, Brand Communications and Public Relations
Amy.Reinitz@ralphlauren.com

Lauren Astry Sorensen
Senior Director, Brand Communications and Public Relations
Lauren.Astry@ralphlauren.com