Ralph Lauren to show in California this October

By Jennifer Braun - 23 August 2022

New York designer Ralph Lauren is bringing his designs to the West Coast for the first time ever with a Spring/Summer 2023 showcase, on October 13, in southern California.
In a statement, the company said: “This will be Ralph Lauren’s first ever show on the West Coast. The designer will present both menswear and womenswear in a special fashion experience that will be uniquely Ralph Lauren.”

No further details about the upcoming show were announced including the exact location.

Most recently, in March, Ralph Lauren presented his Fall 2022 collection, marking the brand’s return to the traditional fashion cadence for the first time since 2019. The highly-anticipated show took place at a gallery within the Museum of Modern Art, which was designed to replicate the designer’s Fifth Avenue apartment.

The designer did not show in April 2020, due to the Covid-19 pandemic, and opted for a spring digital presentation, last March.

Ralph Lauren follows a number of luxury brands that have staged runway shows in southern California in recent years, including Gucci, Louis Vuitton, Dior and Saint Laurent.

Most recently, the company announced that revenues for the three months ended July 2 rose 8.3 percent to $1.5 billion from $1.4 billion. On a constant currency basis, revenues increased 13 percent, above expectations.

By Jennifer Braun

Copyright © 2022 FashionNetwork.com All rights reserved.