

Ralph Lauren Introduces the New Cowboy & Cowgirl Bear Timepieces

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Ralph Lauren is proud to unveil two new creations enriching its iconic timepiece collection: the Cowboy Bear and Cowgirl Bear watches, paying tribute to the authentic spirit of the American West.

These models capture the playful yet refined essence of the Polo Bear, this time dressed as a cowboy and cowgirl—timeless symbols of adventure, freedom, and American style. The finely detailed 3D-printed illustration on the white dial gives each watch a distinctive character, combining whimsical charm with classic design.

Available in two sizes — 42mm for the Cowboy Bear and 38mm for the Cowgirl Bear — these timepieces feature a stainless steel case and a supple calfskin leather strap.

Equipped with a Swiss automatic movement and a stainless steel case back, they embody both elegance and performance. The perfect balance between sophistication and casual style makes them ideal companions for both everyday wear and leisure.

The Cowboy Bear and Cowgirl Bear watches will be available starting Fall 2025 at select Ralph Lauren stores worldwide and online at [RalphLauren.com](https://www.RalphLauren.com).