

Ralph Lauren Reintroduces the Iconic RL888 Timepiece Collection

Ralph Lauren is proud to reintroduce the emblematic RL888 timepiece collection, originally launched in 2016 in honor of the women's flagship store at 888 Madison Avenue in New York City. This 2025 reintroduction features two stainless steel models that capture the timepiece's original elegance while offering a contemporary interpretation.

The collection presents two refined sizes—a 32mm and a 38mm, both crafted in polished stainless steel. These new iterations maintain the collection's signature round case design, which was notably Ralph Lauren's first round watch created exclusively for women.

Each timepiece features the collection's distinctive dial design, characterized by its unique combination of Arabic and Roman numerals and elegant Breguet-style hands. The quartz-powered timepieces can be personalized through an array of interchangeable straps in alligator, calf, patent leather, satin, or grosgrain, available in both classic and vibrant colors.

The reintroduced RL888 collection represents a perfect fusion of Ralph Lauren's dedication to timeless elegance and modern sophistication, designed for the contemporary woman who appreciates enduring style.

The RL888 stainless steel timepieces will be available in select Ralph Lauren boutiques and authorized retailers worldwide starting April 2025.