

RALPH LAUREN INTRODUCES THE NEW 888 AUTOMATIC 39MM: A TIMELESS EXPRESSION OF MODERN LUXURY

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Ralph Lauren is proud to announce the launch of the new 888 Automatic 39mm, a sophisticated timepiece that perfectly balances classic elegance with contemporary design.

The new 888 Automatic 39mm represents the perfect evolution of Ralph Lauren's iconic 888 collection. With its refined round case in stainless steel, this latest iteration showcases the collection's signature guilloché-textured bezel that frames an elegant white dial with distinctive Roman numerals. The clean, sophisticated aesthetic is complemented by sleek black hands and a black leather strap with refined stitching details.

Powered by a premium Swiss automatic movement, this timepiece delivers exceptional precision while embodying the brand's dedication to watchmaking artistry. The 39mm case size offers versatile wearability, making it an ideal choice for both formal occasions and everyday sophistication.

The guilloché pattern on the bezel demonstrates Ralph Lauren's attention to detail and dedication to fine craftsmanship. This intricate decoration catches light beautifully, adding depth and character to the watch's refined appearance. The timepiece is completed with a water-resistant construction, combining practicality with elegance.

The Ralph Lauren 888 Automatic 39mm will be available starting October at select Ralph Lauren boutiques worldwide and authorized retailers.