

Ralph Lauren Introduces the Polo Bear Tuxedo Watch Collection for Fall 2026

Beloved Polo Bears don formal evening wear in sophisticated new 38mm timepiece featuring intricate 3D dial patterns and premium craftsmanship

NEW YORK – Ralph Lauren Corporation continues its distinguished legacy in luxury timepieces with the highly anticipated launch of the Polo Bear Tuxedo Watch, arriving Fall 2026. This exquisite 38mm timepiece represents the latest evolution in Ralph Lauren's celebrated horological journey, showcasing the iconic Polo Bears in their most elegant incarnation yet – dressed in impeccable black tuxedos that embody the brand's commitment to timeless American luxury and sartorial excellence.

The new Polo Bear Tuxedo Watch features a pristine white dial that serves as the perfect canvas for two meticulously detailed Polo Bears, each adorned in formal evening attire complete with bow ties and classic tuxedo styling. The watch face incorporates sophisticated 3D patterns that create remarkable depth and visual intrigue, elevating the timepiece beyond mere functionality into the realm of wearable art. These three-dimensional elements catch and reflect light beautifully, adding dynamic character to the watch throughout the day.

This latest creation builds upon Ralph Lauren's rich horological heritage, which began in 2009 with the establishment of Ralph Lauren Watch and Jewelry Co. The company introduced its inaugural collections including Stirrup, Slim Classique, and Sporting lines, setting the foundation for what would become a renowned portfolio of luxury timepieces. The journey continued in 2018 with the debut of the original Polo Bear Watch Collection, featuring Flag Bear, Martini Bear, Preppy Bear, and Spectator Bear with hand-printed bears on lacquered creamy white dials, which quickly became collector favorites worldwide.

The technical excellence of the Polo Bear Tuxedo Watch reflects Ralph Lauren's ongoing commitment to horological innovation. In 2020, the brand introduced the Polo Watch collection featuring groundbreaking 3D printed Polo logos created through multiple layers, demonstrating the company's ability to seamlessly blend traditional craftsmanship with cutting-edge manufacturing techniques. This same attention to detail and innovative spirit is evident in every aspect of the Tuxedo Watch.

The 38mm case diameter strikes the perfect balance between presence and wearability, making it suitable for both formal occasions and everyday luxury. The white dial provides optimal contrast for the Arabic numerals, ensuring exceptional readability while maintaining the watch's elegant aesthetic. The red hands add a sophisticated pop of color that complements the formal attire of the Polo Bears while ensuring precise timekeeping visibility.

Each Polo Bear on the dial is rendered with extraordinary attention to detail, from the perfectly knotted bow ties to the sharp lines of their formal jackets. The bears' positioning creates a sense

of companionship and celebration, embodying the social spirit that has always been central to the Ralph Lauren brand identity. The craftsmanship involved in creating these miniature works of art demonstrates the brand's unwavering commitment to excellence in every component.

The watch represents more than just a timepiece – it's a celebration of Ralph Lauren's unique ability to infuse luxury goods with personality and charm. The Polo Bear has been an enduring symbol of the brand's playful sophistication since its introduction, appearing across various product categories and consistently capturing the imagination of customers worldwide. This tuxedo iteration elevates that legacy by combining formal elegance with the whimsical character that makes Ralph Lauren timepieces so distinctive.

The Polo Bear Tuxedo Watch will be available exclusively at select Ralph Lauren boutiques worldwide and through authorized luxury watch retailers beginning Fall 2026. The timepiece will be presented in premium packaging that reflects the sophistication of the watch itself, making it an ideal choice for collectors and gift-giving occasions.