

RALPH LAUREN INTRODUCES THE WESTERN CUSHION 38MM IN ENGRAVED STERLING SILVER

The spirit of the American West has long been woven into Ralph Lauren's world, where craftsmanship, heritage, and authenticity come together in objects of enduring character. Today, that spirit finds a new expression with the introduction of the Western Cushion 38mm in engraved sterling silver.

Rendered in a more compact 38mm silhouette, the timepiece captures the distinctive personality of the American Western Collection while bringing a refined versatility to the wrist. Its sculpted cushion-shaped case is crafted from sterling silver, intricately engraved and subtly aged to reveal the depth and texture of the metal. Every detail recalls the artistry of traditional Western silverwork, transformed through the lens of fine watchmaking.

The collection is offered in three unique interpretations, each telling its own story.

The Black Dial model pairs deep black lacquer with softly contrasting off-white numerals, creating a timeless expression of elegance and strength. The interplay between the dark dial and the richly engraved silver case lends the watch a striking presence while remaining unmistakably refined.

The Turquoise Dial model draws inspiration from one of the American West's most iconic stones. Cut from natural turquoise and polished to reveal its unique character, the dial brings a vibrant yet sophisticated dimension to the collection. Framed by engraved sterling silver, it captures the rugged beauty of open landscapes and centuries of artisanal tradition.

The Off-White Dial model offers a softer interpretation. Its lacquered dial, accented by black Roman and Arabic numerals, evokes the understated elegance of vintage Western heirlooms. Balanced, luminous, and versatile, it highlights the richness of the engraved silver case while preserving a sense of effortless sophistication.

Beneath the artistry lies the precision of Swiss watchmaking. Each timepiece is powered by the self-winding RL514 manufacture movement, produced by Piaget exclusively for Ralph Lauren. Visible only to those who look deeper, the movement features traditional finishes including Côtes de Genève and perlage, a reminder that true luxury resides as much within as it does on the surface.

From the engraved silver case to the hand-finished details and interchangeable leather straps, every element speaks to Ralph Lauren's enduring fascination with craftsmanship and storytelling. More than a watch, the Western Cushion 38mm is a celebration of heritage, individuality, and the timeless romance of the American West.

Ralph Lauren Watches & Jewelry
The Western Cushion 38mm Sterling Silver collection is available with Black Lacquer, Natural Turquoise Stone, and Off-White Lacquer dials.