

# DAVID YURMAN

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Courtesy of Ralph Lauren

Style

# Ralph Lauren Ditches East Coast

Everybody knows Ralph Lauren as a New Yorker and his clothes often resemble that part of him. After being in the industry for so long he takes on a new perspective.

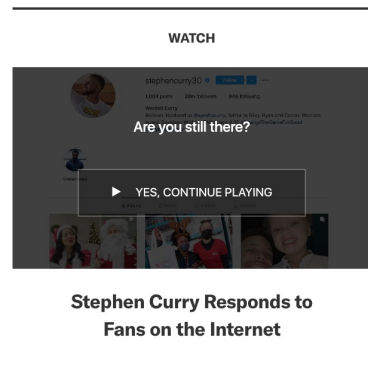


BY **ABBIE JULIAN**

November 2<sup>nd</sup>, 2022

On October 14<sup>th</sup> Ralph Lauren shows his Spring 23 Ready to Wear collection in Southern California at the Huntington Library. The designer could have chosen anywhere to do his show but chose a museum and botanical garden located in the suburbs outside of Los Angeles. This is his way of pursuing his California dream. In 2019, Ralph Lauren had shown his astonishing work in Central Park for the brand's 50<sup>th</sup> anniversary. This event was an all-black attire and took place in his very own garage. If Ralph knows how to do anything it's to present his clothes in a special fashion moment. This is exactly what he pulled off. Nothing like a change of scenery to get the audience amped up.

Although this is a new location for the designer he couldn't stray too far from home and kept the set intimate and clubby just like his Polo Bar in New York. Not to mention the food that was served was catered by the Polo Bar itself.



Before the show started there were cocktails served on the porch by the Beax Arts mansion. Along with cocktails, there was also a dinner served at long tables where guests were seated with editors, friends, and members of the Ralph Lauren family who were free to mix and mingle. This was the perfect way to set the vibe while transitioning into the preppy California feel of the collection.



Courtesy of Ralph Lauren



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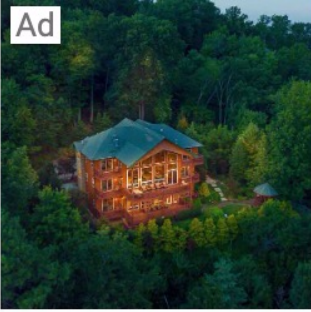
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The collection was heavily inspired by the idea of Americana with a touch of western styles. His take on the western cowboy was so different and unique. Initially when you think of western it brings you to winter with heavy pieces of leather and suede. But he took a lighter more playful take of the cowboy on this collection that is ideal for spring. The collection included mixing of black and tan. By mixing such a deep shade like black with tan is the perfect way to transition from harsh autumn winter colors to light spring colors.



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Courtesy of Ralph Lauren

In this show, it's evident Lauren brushed off the the east coast and adopted the mix of an outdoorsy, relaxed and preppy lifestyle of the west coast. This vision was crystal clear with the shifts in looks from being easy breezy to pure elegance to exuberant and sporty. Lauren once said, "Personal style is about taking risk, trying something unexpected, and having fun with fashion, but always staying true to yourself." This collection is the epitome of that. Lauren took a risk and ended with a collection that flowed seamlessly without clouding his magical touch.



Courtesy of Ralph Lauren

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As the show progressed the looks got more youthful. The colors started off mellow and classic, then moved on to a gold moment, and ended the show with playful colorful plaid patchwork. For the men, there were jackets and blazers in every cut and notch imagined that fit perfectly. These jackets were often layered or split with some sort of knitwear or pop of color, which made it fresh. The men's looks at the start of the show consisted of denim blazers, a standard grid-printed jacket, and a mixed-print shawl. The show ended with color-blocked outerwear, and colorful accessories like trucker hats and hiking shoes.



Courtesy of Ralph Lauren



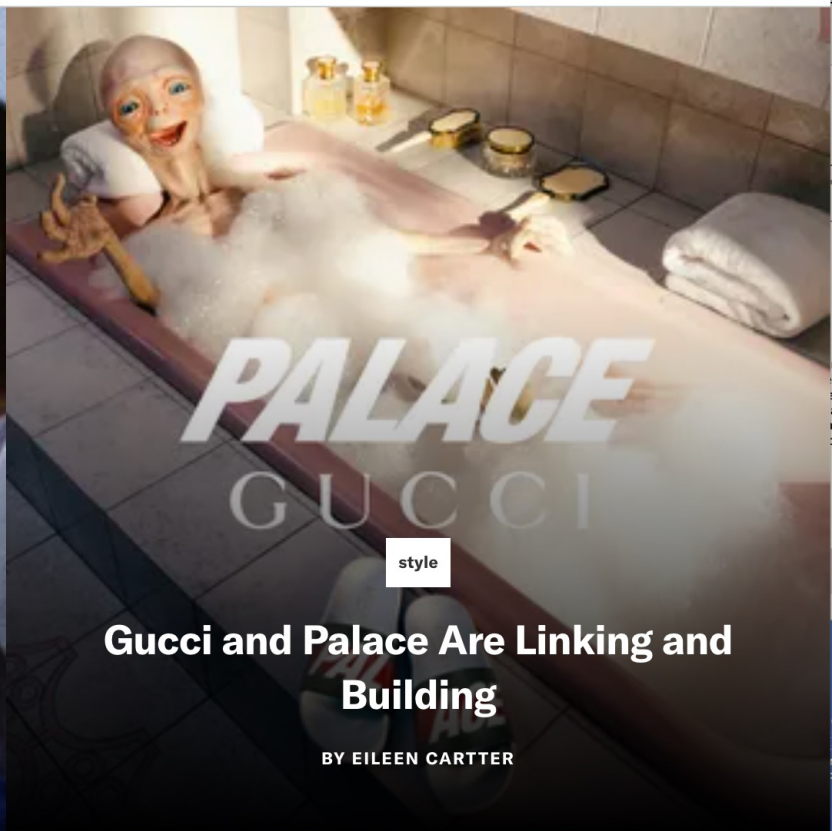
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This collection encompasses California casual but done the Ralph way. He took a chance, and it paid off proving his designs are timeless. It was an unconfined, freer collection encompassing a variety of American styles. This clothes in this collection where extravagant but look very wearable. The Bronx native designer caught a case of wanderlust and landed somewhere far from home.

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