

Ralph Lauren's Spring / Summer 24' : Fashion Week Comeback & A-List Celebrity Line-Up

Ralph's modern take on style and sophistication

By Ugne Giraityte

During Lauren's absence from the fashion schedule for four years, the New York fashion landscape has undergone a significant transformation, with a new generation of emerging designers and smaller brands making their mark in the industry. The presence of celebrities and the impressive setting at this New York Fashion Week event served as a testament to Lauren's enduring prominence in the American fashion industry.

Not many labels have the ability to gather a group of top-tier celebrities in the middle of hot and humid New York Fashion Week in Brooklyn. However, Ralph Lauren achieved that triumphantly returning to the New York Fashion Week runway. On September 8th, a star-studded line-up including Diane Keaton, Sofia Richie, J.Lo, Amanda Seyfried, Mindy Kaling, Emma Roberts, and Meghann Fahy assembled inside a converted warehouse at the Brooklyn Navy Yard, which had been artfully transformed into a barn with Ralph Lauren's signature style. This unique setting served as the backdrop for the brand's Spring 2024 show, marking their first appearance on the official schedule since 2019.

The spring 2024 collection embraces a new era of Ralph Lauren's distinctive style by venturing into uncharted territory. It commenced with the quintessential American fabric and denim being elevated to a new level. Denim was adorned with chiffon and tulle linings, transformed into devoré patterns, and embellished with an abundance of sequins and beads. Describing these creations as couture doesn't seem like an overstatement, even though the designs themselves featured simple jacket and cargo pants silhouettes.

The oversized belt buckles, proudly displaying the Ralph Lauren logo, made a prominent appearance throughout the runway. Later, the collection drew inspiration from men's neckties, transforming them into silk foulards that were artfully draped into effortlessly stylish halter tops, skirts, and pyjama pants. Additionally, there was a striking criss-cross bodice gown, exemplifying Lauren's knack for successfully combining unexpected elements.

Finally, the fashion show showcased a series of black and gold ensembles, offering an opportunity to experiment with the brand's signature elements. The showstopper was Christy Turlington's gold one-shoulder gown, which closed the show in a sophistication.

According to Who What Wear, Ralph Lauren summarized the collection in a statement, saying, "My spring 2024 women's collection is about a new kind of romance - cool and sophisticated. It's about the freedom of creating a personal style through the artistry of faded denims and painterly florals, the modern sophistication of iconic shapes in black and gold, or the eclectic mix of bold colors, shine, and luxurious handcrafted details."

At the conclusion of the show, after the accomplished Ralph Lauren appeared to celebrate the new collection, all the attendees were treated to a refined dinner featuring traditional American cuisine, including Ralph Lauren's personal favorites from The Polo Bar in New York.