

APPAREL AND ACCESSORIES

Ralph Lauren returns as official outfitter of US Open

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During the 2024 US Open, chair umpires, line umpires and other on-the-court figures will don Ralph Lauren designs. Image courtesy of Ralph Lauren

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

U.S. fashion group **Ralph Lauren** is gearing up for a New York sporting event.

For the 19th year, the house is returning as the official outfitter and as the sunglass sponsor of the US Open, taking place from Aug. 19 to Sept. 8, 2024. Polo Ralph Lauren is dressing 215 on-court officials and 400 ball crew members, launching a themed collection alongside consumer experiences.

Bringing fashion to court

During the 2024 US Open, chair umpires, line umpires and other on-the-court figures will don Ralph Lauren designs.

Splashed with vibrant blue, orange, yellow and green, graphic color blocking is said to nod to the “electric atmosphere” of the surrounding city and the tennis activation. The crew’s looks are made from yarns that were once plastic bottles extending its program with sports equipment maker Wilson, the brand is gathering ball cans during the tournament to recycle them into new fabrics such as these.

The move is sure to get eyes on the American label, which has been the official outfitter of the championships since 2005.

Last year, attendance was up 8 percent year-over-year as approximately 957,390 spectators were welcomed over the 20-day period. The 2023 edition became the first Grand Slam ever to host more than 950,000 people, and the men’s and women’s championship sessions were the highest attended events of their kind in the history of the competition.

This year, tickets are sold out for all matches.

However, fans can bring a piece of the popular event home with them thanks to Ralph Lauren’s commemorative collection. The line includes men’s, women’s and children’s apparel and accessories.



As the official outfitter of the US Open, the brand is bringing its American style to the court and into the homes of tennis fans. Image courtesy of Ralph Lauren

Similar to last year ([see story](#)), polo shirts, varsity jackets, cable knits and graphic tees complete the styles. Sunglasses and eyeglasses are adorned with the Pony player and US Open logos in navy and orange.

The collared shirt specifically is made entirely from recycled cotton thanks to NFW Clarus, an earth-friendly fiber engineering technology.

Polo accessories and apparel such as oxford shirts, fleece, caps, tennis towels, totes and water bottles can be personalized through the company's Create-Your-Own program featuring its printing and embroidery process. On-site, clients can engage with the label at a US Open experience as they wait for their designs to be made, receiving a text or email when it is time for pickup.

The full collection is available at the event, [ralphlauren.com](https://www.ralphlauren.com) and select Polo Ralph Lauren boutiques for the duration of the tournament.

For the first time, the house is also unveiling certain items from the upcoming 2024 Pink Pony capsule exclusively at the US Open. Officially dropping later this autumn, the collection captures a "championing spirit," and is meant for both on- and off-court outfits with bright graphics and archival Polo elements.

A percentage of the sales price will go toward cancer screenings, early treatment, research and patient navigation benefit programs.