

LAUREN RALPH
Form 4
August 01, 2007

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
LAUREN RALPH

2. Issuer Name and Ticker or Trading Symbol
POLO RALPH LAUREN CORP
[RL]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
650 MADISON AVE
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
08/01/2007

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman & CEO

NEW YORK, NY 10022

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Class A Common Stock	08/01/2007		M		35,714	A	\$ 28.2188
Class A Common Stock	08/01/2007		S		300	D	\$ 89.26
Class A Common Stock	08/01/2007		S		200	D	\$ 89.3
Class A Common	08/01/2007		S		300	D	\$ 89.21

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Stock

Class A Common Stock	08/01/2007	S	400	D	\$ 89.28	438,808.97	D
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Class A Common Stock	08/01/2007	S	200	D	\$ 89.19	438,608.97	D
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Class A Common Stock	08/01/2007	S	600	D	\$ 89.11	438,008.97	D
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Class A Common Stock	08/01/2007	S	100	D	\$ 89.15	437,908.97	D
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Class A Common Stock	08/01/2007	S	600	D	\$ 89.14	437,308.97	D
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Class A Common Stock	08/01/2007	S	200	D	\$ 89.17	437,108.97	D
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Class A Common Stock	08/01/2007	S	200	D	\$ 89.1	436,908.97	D
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Class A Common Stock	08/01/2007	S	200	D	\$ 88.61	436,708.97	D
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Class A Common Stock	08/01/2007	S	400	D	\$ 88.62	436,308.97	D
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Class A Common Stock	08/01/2007	S	200	D	\$ 88.69	436,108.97	D
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Class A Common Stock	08/01/2007	S	500	D	\$ 88.56	435,608.97	D
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Class A Common Stock	08/01/2007	S	1,700	D	\$ 88.41	433,908.97	D
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Class A Common Stock	08/01/2007	S	800	D	\$ 88.39	433,108.97	D
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Class A Common Stock	08/01/2007	S	700	D	\$ 88.45	432,408.97	D
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Class A common Stock	08/01/2007	S	600	D	\$ 88.44	431,808.97	D
Class A Common Stock	08/01/2007	S	400	D	\$ 88.46	431,408.97	D
Class A Common Stock	08/01/2007	S	900	D	\$ 88.38	430,508.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.33	430,208.97	D
Class A Common Stock	08/01/2007	S	1,000	D	\$ 88.35	429,208.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.29	429,008.97	D
Class A Common Stock	08/01/2007	S	400	D	\$ 88.24	428,608.97	D
Class A Common Stock	08/01/2007	S	400	D	\$ 88.26	428,208.97	D
Class A Common Stock	08/01/2007	S	700	D	\$ 88.3	427,508.97	D
Class A Common Stock	08/01/2007	S	800	D	\$ 88.32	426,708.97	D
Class A Common Stock	08/01/2007	S	500	D	\$ 88.63	426,208.97	D
Class A Common Stock	08/01/2007	S	600	D	\$ 88.43	<u>425,608.97</u> (1)	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code V (A) (D)		Date Exercisable Expiration Date	Title Amount or Number of Shares
Class A Common Stock Option (Right to Buy)	\$ 28.2188	08/01/2007		M	35,714	06/11/1999 06/11/2008	Class A Common Stock 35,714

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LAUREN RALPH 650 MADISON AVE NEW YORK, NY 10022	X	X	Chairman & CEO	

Signatures

Yen D. Chu,
Attorney-in-Fact 08/01/2007

__Signature of Reporting Person Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) This filing is one of four Form 4 filings disclosing the transaction taking place on August 1, 2007 for the above reporting person. The amount of securities beneficially owned following all transactions reported on all Form 4 filings is 404,294.97.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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