

Ralph Lauren Brings Iconic Polo Bar to London in 2028

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Ralph Lauren has officially announced that its esteemed restaurant concept, *The Polo Bar Ralph Lauren*, will open a location in London in 2028. Specifically, the site will be **1 Hanover Square**, a space rich in fashion history, formerly known as Vogue House in Mayfair.

This addition marks a strategic extension of Lauren's hospitality portfolio.

Signature Atmosphere, Refined Ambience

According to Ralph Lauren, the London Polo Bar will uphold the *brand's signature charm and timeless elegance* while delivering a refined experience.

Moreover, the restaurant's decor is expected to lean into wardrobe staples of the Ralph Lauren universe: wood-panelled walls, leather banquettes.

Why London—And Why Hanover Square

Lauren has long expressed admiration for British culture, noting that the UK way of life blends sophistication, understated ease, and elegance.

Furthermore, London is already central to Ralph Lauren's brand presence. Therefore the first international flagship store opened on New Bond Street in 1981. Today, the company operates 12 stores around the city, along with Ralph's Coffee locations.

Ralph Lauren's Hospitality as Lifestyle Strategy

Beyond food and décor, this expansion reflects Ralph Lauren's broader strategy: combining fashion, lifestyle, and hospitality under one roof. The Polo Bar isn't just about dining—it's about immersing patrons in Lauren's aesthetic world

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