

POLO RALPH LAUREN CORP  
Form 4  
February 19, 2008

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL  
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**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 \*  
FARAH ROGER N

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)  
POLO RALPH LAUREN  
CORP, 650 MADISON AVE  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/15/2008

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
President & COO

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Class A Common Stock	02/15/2008		S	480	D \$ 64.92	322,374.92	D
Class A Common Stock	02/15/2008		S	100	D \$ 64.94	322,274.92	D
Class A Common Stock	02/15/2008		S	1,300	D \$ 64.95	320,974.92	D
Class A Common Stock	02/15/2008		S	400	D \$	320,574.92	D

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Common Stock						64.96	
Class A Common Stock	02/15/2008	S	1,000	D	\$ 64.97	319,574.92	D
Class A Common Stock	02/15/2008	S	800	D	\$ 64.98	318,774.92	D
Class A Common Stock	02/15/2008	S	2,220	D	\$ 65	316,554.92	D
Class A Common Stock	02/15/2008	S	1,400	D	\$ 65.01	315,154.92	D
Class A Common Stock	02/15/2008	S	1,000	D	\$ 65.02	314,154.92	D
Class A Common Stock	02/15/2008	S	2,900	D	\$ 65.03	311,254.92	D
Class A Common Stock	02/15/2008	S	900	D	\$ 65.04	310,354.92	D
Class A Common Stock	02/15/2008	S	700	D	\$ 65.05	309,654.92	D
Class A Common Stock	02/15/2008	S	1,300	D	\$ 65.06	308,354.92	D
Class A Common Stock	02/15/2008	S	1,900	D	\$ 65.07	306,454.92	D
Class A Common Stock	02/15/2008	S	1,300	D	\$ 65.09	305,154.92	D
Class A Common Stock	02/15/2008	S	3,000	D	\$ 65.1	302,154.92	D
Class A Common Stock	02/15/2008	S	200	D	\$ 65.12	301,954.92	D
Class A Common Stock	02/15/2008	S	700	D	\$ 65.13	301,254.92	D

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Class A Common Stock	02/15/2008	S	3,000	D	\$ 65.14	298,254.92	D
Class A Common Stock	02/15/2008	S	4,400	D	\$ 65.15	293,854.92	D
Class A Common Stock	02/15/2008	S	900	D	\$ 65.16	292,954.92	D
Class A Common Stock	02/15/2008	S	1,400	D	\$ 65.17	291,554.92	D
Class A Common Stock	02/15/2008	S	1,320	D	\$ 65.18	290,234.92	D
Class A Common Stock	02/15/2008	S	400	D	\$ 65.19	289,834.92	D
Class A Common Stock	02/15/2008	S	200	D	\$ 65.2	289,634.92	D
Class A Common Stock	02/15/2008	S	500	D	\$ 65.3	289,134.92	D

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

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(9-02)

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

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)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Benef Own Follo Repo Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FARAH ROGER N POLO RALPH LAUREN CORP 650 MADISON AVE NEW YORK, NY 10022	X		President & COO	

## Signatures

Yen D. Chu,  
Attorney-in-Fact

02/19/2008

\*\*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).

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