POLO RALPH LAUREN CORP

Form 4

August 01, 2007

FORM 4

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

OMB Number: 3235-0287

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: January 31, 2005

0.5

OMB APPROVAL

Form 4 or Form 5 obligations may continue.

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

burden hours per response...

Estimated average

See Instruction 1(b).

(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) 650 MADISO	(First) N AVE	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/01/2007	_X_ Director _X_ 10% Owner _X_ Officer (give title below)
	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person
NEW YORK, NY 10022				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 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired 5. Amount of 6. Ownership 7. Nature of Security (Month/Day/Year) Execution Date, if Transaction(A) or Disposed of (D) Securities Form: Direct Indirect (Instr. 3) (Instr. 3, 4 and 5) Code Beneficially (D) or Beneficial Owned (Month/Day/Year) (Instr. 8) Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported (A) Transaction(s) (Instr. 3 and 4) Code V Amount (D) Price Class A Common S 08/01/2007 300 D \$ 88.7 415,394.97 D Stock Class A Common 08/01/2007 S 200 D 415,194.97 D Stock Class A Common 08/01/2007 S 1,500 413,694.97 D Stock Class A 08/01/2007 S 300 \$ D D 413,394.97 88.72 Common

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Stock							
Class A Common Stock	08/01/2007	S	100	D	\$ 88.66	413,294.97	D
Class A Common Stock	08/01/2007	S	100	D	\$ 88.71	413,194.97	D
Class A Common Stock	08/01/2007	S	100	D	\$ 88.73	413,094.97	D
Class A Common Stock	08/01/2007	S	400	D	\$ 88.78	412,694.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.8	412,494.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.57	412,294.97	D
Class A Common Stock	08/01/2007	S	1,100	D	\$ 88.49	411,194.97	D
Class A Common Stock	08/01/2007	S	1,400	D	\$ 89.35	409,794.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.59	409,494.97	D
Class A Common Stock	08/01/2007	S	500	D	\$ 88.87	408,994.97	D
Class A Common Stock	08/01/2007	S	100	D	\$ 88.97	408,894.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.82	408,694.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.75	408,394.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.79	408,094.97	D

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Class A Common Stock	08/01/2007	S	200	D	\$ 88.81	407,894.97	D
Class A Common Stock	08/01/2007	S	100	D	\$ 88.68	407,794.97	D
Class A Common Stock	08/01/2007	S	500	D	\$ 88.48	407,294.97	D
Class A Common Stock	08/01/2007	S	800	D	\$ 88.27	406,494.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.09	406,294.97	D
Class A Common Stock	08/01/2007	S	400	D	\$ 88.21	405,894.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.31	405,594.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.54	405,394.97	D
Class A Common Stock	08/01/2007	S	100	D	\$ 89	405,294.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.99	404,994.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 89.05	404,794.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 89.06	404,594.97 (1)	D

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D)		ate	7. Title a Amount of Underlying Securities (Instr. 3 a	of ng s	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
				Code V	(Instr. 3, 4, and 5) (A) (D)	Date Exercisable	Expiration Date	or Title Nu of	umber		

Reporting Owners

Reporting Owner Name / Address	Relationships							
reporting owner runner runners	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 is part three of four Form 4 filings disclosing the transaction taking place on August 1, 2007 for the above reporting person.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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