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East Hampton Historical Society Announces Association with Ralph Lauren

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Venerable Cultural Organization Partners with Polo Ralph Lauren to Underwrite the Restoration of Mulford Farm

EAST HAMPTON, N.Y.--(Business Wire)--

The East Hampton Historical Society, the custodian of a collection of five museums including national landmark historic sites and other educational properties is proud to announce its association with Polo Ralph Lauren. The Polo Ralph Lauren Corporation has agreed to underwrite the ongoing restoration of the barns and landscape of the Society's renowned Mulford Farm, one of America's most notable, intact Colonial farmsteads, located on James Lanes in East Hampton, New York.

Following last year's renovation of the Ralph Lauren Children Store, situated in what is believed to be one of East Hampton's most historic houses, the East Hampton Historical Society praised Ralph Lauren for the store's exceptional preservation efforts. The Society paid tribute to Mr. Lauren naming him the Honorary Chairman of the organization's first East Hampton Antiques Show last year. As a result of the Store's successful restoration, the two-story building maintains the same timber frame and corner posts as when it was constructed in the mid 1600's and these elements were beautifully incorporated into the present day design.

"The East Hampton Historical Society is delighted to receive significant support from Ralph Lauren towards the restoration of Mulford Farm," says Richard Barons, executive director of the East Hampton Historical Society. "We are confident that this association, one that is expected to be fruitful and long-term, will ensure a meaningful restoration of one of the nation's most revered historical farmsteads." Members of The East Hampton Society's Board of Trustees including Mike Clifford, Bill Fleming, Chip Rae, and Valerie Smith were instrumental in the establishment of the Polo Ralph Lauren relationship.

Mac Griswold, a prominent landscape historian, has been commissioned by The Society to spearhead the landscape renovation of the Farm.

To celebrate the relationship, Polo Ralph Lauren will launch a collection of East Hampton Historical Society-branded apparel with 100 percent of the proceeds from the sales to benefit the restoration of Mulford Farm. A whale was selected as the collection's trademark logo to represent the concepts of history and preservation, while giving a nod to the whaling industry that was an important component to the East Hampton's economy during Colonial times.

"It has been a pleasure for us to have been a member of the East Hampton community for nearly twenty years and we are proud to be partnering with East Hampton Historical Society to further their efforts to preserve and maintain the heritage of this unique town," states Charles Fagan, Executive Vice President of Global Retail Brand Development. "We are looking forward to working closely with the East Hampton Historical Society through the years and we plan to introduce East Hampton Historical Society product to our stores for years to come."

The East Hampton Historical Society's Whale Collection of t-shirts and caps for men, women and children will launch on July 4th at Ralph Lauren East Hampton stores including the East Hampton Country Store, the Ralph Lauren Children Store and RRL stores. The 2008 East Hampton Antiques Show, slated for July 12 and 13 at Mulford Farm, will also serve as an outpost for the merchandise.

Throughout the summer months, the t-shirts and caps will be showcased in the Ralph Lauren stores and, to further promote public awareness of this initiative, stores will provide complimentary postcards printed with information regarding the East Hampton Historical Society and the Ralph Lauren relationship. Polo Ralph Lauren will also dedicate marketing efforts to create a greater awareness for the East Hampton Historical Society and their efforts to preserve and present the heritage of East Hampton and the East End.

East Hampton Historical Society

Founded in 1921, the East Hampton Historical Society is the custodian of five museums including: Mulford Farm, c.1680; Mulford Barn, c. 1721; Town house, c. 1731; Osborn-Jackson House c. 1740; Clinton Academy, c. 1784; and East Hampton Town Marine Museum. The Society, in addition to maintaining the structural integrity of these historic buildings, also maintains a collection of over 10,000 artifacts and interprets the social and natural history of the area through exhibitions, living history programs, publications, tours, lectures and workshops.

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