

FARAH ROGER N
Form 4
December 13, 2007

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)
12/12/2007

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount or Price | | |
| Class A Common Stock | 12/12/2007 | | M | | \$ 100,000 | A | 422,630.15 D |
| Class A Common Stock | 12/12/2007 | | S | | \$ 200 | D | 422,430.15 D |
| Class A Common Stock | 12/12/2007 | | S | | \$ 400 | D | 422,030.15 D |
| Class A Common Stock | 12/12/2007 | | S | | \$ 100 | D | \$ 65.1 421,930.15 D |

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| | | | | | | | | |
|----------------------|------------|---|-------|---|----------|------------|---|--|
| Common Stock | | | | | | | | |
| Class A Common Stock | 12/12/2007 | S | 300 | D | \$ 65.12 | 421,630.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 100 | D | \$ 65.13 | 421,530.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 100 | D | \$ 65.14 | 421,430.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 100 | D | \$ 65.15 | 421,330.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 1,100 | D | \$ 65.16 | 420,230.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 500 | D | \$ 65.17 | 419,730.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 800 | D | \$ 65.18 | 418,930.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 600 | D | \$ 65.19 | 418,330.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 700 | D | \$ 65.2 | 417,630.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 400 | D | \$ 65.21 | 417,230.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 200 | D | \$ 65.22 | 417,030.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 900 | D | \$ 65.23 | 416,130.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 700 | D | \$ 65.24 | 415,430.15 | D | |
| Class A Common Stock | 12/12/2007 | S | 1,000 | D | \$ 65.25 | 414,430.15 | D | |

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| | | | | | | | |
|----------------------------|------------|---|-------|---|-------------|--------------------------|---|
| Class A Common Stock | 12/12/2007 | S | 1,000 | D | \$ 65.26 | 413,430.15 | D |
| Class A Common Stock | 12/12/2007 | S | 100 | D | \$ 65.27 | 413,330.15 | D |
| Class A Common Stock | 12/12/2007 | S | 400 | D | \$ 65.28 | 412,930.15 | D |
| Class A Common Stock | 12/12/2007 | S | 500 | D | \$ 65.29 | 412,430.15 | D |
| Class A Common Stock | 12/12/2007 | S | 900 | D | \$ 65.3 | 411,530.15 | D |
| Class A Common Stock | 12/12/2007 | S | 900 | D | \$ 65.33 | 410,630.15 | D |
| Class A Common Stock | 12/12/2007 | S | 700 | D | \$ 65.34 | 409,930.15 | D |
| Class A Common Stock | 12/12/2007 | S | 800 | D | \$ 65.35 | 409,130.15 | D |
| Class A Common Stock | 12/12/2007 | S | 200 | D | \$ 65.36 | 408,930.15 | D |
| Class A Common Stock | 12/12/2007 | S | 700 | D | \$ 65.37 | 408,230.15 | D |
| Class A Common Stock | 12/12/2007 | S | 200 | D | \$ 65.38 | 408,030.15 | D |
| Class A Common Stock | 12/12/2007 | S | 500 | D | \$ 65.39 | 407,530.15 <u>(1)</u> | 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)

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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 of Number of Shares |
| Class A Common Stock Option (Right to Buy) | \$ 18.22 | 12/12/2007 | | M | 100,000 | (2) 07/23/2012 | Class A Common Stock | 100,000 | |

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, 12/13/2007
 Attorney-in-Fact

**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 five Form 4 filings disclosing the transactions taking place on December 12, 2007 for the above reporting person. The amount of securities beneficially owned following all transactions reported on all Form 4 filings is 322,630.15.
- (2) These options vested and became exercisable in three equal installments beginning on July 23, 2004.

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