

FARAH ROGER N
Form 4
August 11, 2005

FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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)
650 MADISON AVE
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
08/10/2005

Director 10% Owner
 Officer (give title below) Other (specify below)
President and 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 | (A) or (D) | Price |
| Class A Common Stock | 08/10/2005 | | M | | 150,000 | A | \$ 16.9062 |
| Class A Common Stock | 08/10/2005 | | S | | 34,600 | D | \$ 51.75 |
| Class A Common Stock | 08/10/2005 | | S | | 6,000 | D | \$ 51.76 |
| Class A Common | 08/10/2005 | | S | | 1,200 | D | \$ 51.77 |

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| | | | | | | | |
|----------------------------|------------|---|--------|---|----------|------------|---|
| Stock | | | | | | | |
| Class A Common Stock | 08/10/2005 | S | 2,000 | D | \$ 51.78 | 699,603.95 | D |
| Class A Common Stock | 08/10/2005 | S | 600 | D | \$ 51.79 | 699,003.95 | D |
| Class A Common Stock | 08/10/2005 | S | 8,400 | D | \$ 51.8 | 690,603.95 | D |
| Class A Common Stock | 08/10/2005 | S | 200 | D | \$ 51.82 | 690,403.95 | D |
| Class A Common Stock | 08/10/2005 | S | 1,400 | D | \$ 51.83 | 689,003.95 | D |
| Class A Common Stock | 08/10/2005 | S | 2,000 | D | \$ 51.84 | 687,003.95 | D |
| Class A Common Stock | 08/10/2005 | S | 5,400 | D | \$ 51.85 | 681,603.95 | D |
| Class A Common Stock | 08/10/2005 | S | 500 | D | \$ 51.86 | 681,103.95 | D |
| Class A Common Stock | 08/10/2005 | S | 2,100 | D | \$ 51.89 | 679,003.95 | D |
| Class A Common Stock | 08/10/2005 | S | 6,400 | D | \$ 51.9 | 672,603.95 | D |
| Class A Common Stock | 08/10/2005 | S | 300 | D | \$ 51.96 | 672,303.95 | D |
| Class A Common Stock | 08/10/2005 | S | 61,600 | D | \$ 52 | 610,703.95 | D |
| Class A Common Stock | 08/10/2005 | S | 900 | D | \$ 52.05 | 609,803.95 | D |
| Class A Common Stock | 08/10/2005 | S | 400 | D | \$ 52.06 | 609,403.95 | D |

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| | | | | | | | |
|----------------------------|------------|---|--------|---|----------|------------|---|
| Class A Common Stock | 08/10/2005 | S | 900 | D | \$ 52.07 | 608,503.95 | D |
| Class A Common Stock | 08/10/2005 | S | 700 | D | \$ 52.08 | 607,803.95 | D |
| Class A Common Stock | 08/10/2005 | S | 14,400 | D | \$ 52.1 | 593,403.95 | 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) |
|------------------------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title Amount |
| Option issued purs. to 1997 Long-Term Stock Incentive Plan | \$ 16.9062 | 08/10/2005 | | M | 150,000 | (1) 04/12/2010 | Class A Common Stock 150,000 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--------------------------------------------------------|---------------|-----------|-------------------|-------|
| | Director | 10% Owner | Officer | Other |
| FARAH ROGER N 650 MADISON AVE NEW YORK, NY 10022 | X | | President and COO | |

Signatures

Edward W. Scheuermann, Attorney-in-Fact for Roger N.
Farah

08/11/2005

__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) 250,000 options were granted on 4/12/2000. These options vested and became exercisable in three equal annual installments beginning April 12, 2001.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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