

Redefining Timeless Luxury: Ralph Lauren's Commitment to Eco-Conscious Fashion

By: Patrice Louvet, CEO of Ralph Lauren

In today's climate, the fashion industry must incorporate sustainable practices, even in luxury fashion. Sustainability is at the forefront of Ralph Lauren as we redefine luxury fashion and create with the intent to help protect the environment. At Ralph Lauren, we are guided by an authentic and timeless approach to the beauty and quality of our products, but with a modern and ongoing focus on sustainable operations for the fashion industry. We focus on creating fashion that is timeless by design but eco-conscious and mindful of the environment and generations to come.

A Call for Change in Fashion

The fashion industry has a significant environmental impact with factors like heavily contributing to carbon emissions, water usage, and overall global waste. It is long overdue for the fashion industry to adapt to more sustainable practices and materials. The future of the environment is woven into the garments produced every day. At Ralph Lauren, we are transforming the way our pieces are made and with what materials, with a commitment to the environment while still staying true to our approach of timeless designs. We focus on using materials that uphold the quality standard that the Ralph Lauren brand is known for while incorporating materials that are sustainably sourced.

Ralph Lauren's Material Commitment

As of December 2024, Ralph Lauren has made strides in using sustainably sourced key materials, including but not limited to cotton, polyester, wool, cashmere, and several others. Each of these materials has reached the progress of being sustainably sourced anywhere from 78% to 100%, intending to be-

100% sustainably sourced by the end of 2025. By creating pieces responsibly, we are supporting the timelessness our products are designed for.

Extending the Life of Luxury Fashion

Adapting sustainable practices to the production of luxury fashion does not have to compromise the value or quality of such products. Through eco-conscious creation and designs brands can create products that last for many years to come instead of the product's life cycle coming to an end early on. Luxury brands should also focus on extending the life of their products beyond one person. Ralph Lauren enables circular consumer experiences with their items so that consumers can resell, rent, recycle and overall give a new life to products that they might no longer want or use. This avenue encourages consumers to make eco-conscious choices beyond the production of the product.

Leading Fashion Toward a Sustainable Future

The future of the fashion industry and more importantly, the environment depends on sustainable practices and eco-conscious choices made now. The fashion industry and luxury fashion brands are at a turning point where sustainability should not be an option or consideration but a standard. Ralph Lauren is pioneering change in luxury fashion that matters as we are accepting responsibility and helping reimagine how luxury products are designed and produced to better protect the planet. These innovative changes and transparency are at the core of Ralph Lauren's mission of being a leader and inspiring a better life through authenticity and timelessness.



Patrice Louvet

President and
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RALPH LAUREN