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Ralph Lauren's "Way Forward" propelled by innovation

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Ralph Lauren at New York Fashion Week, September 2016

By STAFF REPORTS

U.S. fashion label Ralph Lauren has promoted its eponymous founder's son, David Lauren, to chief innovation officer and vice chairman of the board.

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Mr. Lauren was previously the executive vice president of global advertising, marketing and communications, and he served on the brand's board as a member since 2013. Since joining the brand in 2000, Mr. Lauren has been behind Ralph Lauren's global advertising and marketing campaigns across its brand portfolio as well inking strategic partnerships.

Innovation leaders

Ralph Lauren's chief innovation officer position was created with Mr. Lauren in mind. The 44-year-old executive has been responsible for many of Ralph Lauren's innovations, especially in regard to the brand's digital and ecommerce efforts.

Mr. Lauren's projects include the introduction of Ralph Lauren's Web site and move into ecommerce as well as mobile-optimized pages as the platform grew. Mr. Lauren also worked to implement QR code technology, customization shops online, shoppable touchscreens placed in stores windows and even a 4D runway presentation ([see story](#)).

Since he joined the brand, Mr. Lauren has also worked to sign sponsorships with mainstream sporting events such as Wimbledon, the U.S. Open Tennis Tournament and Team USA and the Olympics ([see story](#)).



Ralph Lauren, spring/summer 2016

"Innovation has been important to our company from its earliest days and as we continue to build for the future, it is now essential to devote the full attention to one of our most talented and creative executives to nurture and promote innovation in everything we do," said Ralph Lauren, executive chairman and chief creative officer, in a statement.

"I am pleased that David is taking on this critical new position which will formalize the role he was already playing and give him the platform and opportunities to do even more," he said.

Mr. Lauren's promotion to chief innovation officer is part of Ralph Lauren's "Way Forward" plan to bring the brand into the future ([see story](#)).

"I am excited by my new responsibilities as we intensify our efforts to take our great company to the next level," said David Lauren in a statement. "Stefan Larsson has made it clear that innovation from the core is a key part of the company's Way Forward' plan, which is already having an impact on our business.

"Innovation has always been in the DNA of Ralph Lauren Corporation, and I am energized by the opportunity to establish a systematic and disciplined innovation process that will create real business impact across the company," he said.

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