

APPAREL AND ACCESSORIES

## Ralph Lauren introduces sustainable cotton dyeing system

March 23, 2021



*Ralph Lauren is looking to reduce waste from its cotton dyeing process. Image credit: Ralph Lauren*

By LUXURY DAILY NEWS SERVICE

U.S. fashion group Ralph Lauren Corporation has developed a new platform that aims to make the cotton dyeing process more sustainable and efficient by reusing water and reducing chemical use.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Ralph Lauren intends for Color on Demand to become the world's first scalable zero wastewater cotton dyeing system. Fabric dyeing alone accounts for about 20 percent of the world's wastewater, which is highly polluted and expensive to treat.

"Traditional color dyeing is one of the most polluting practices in our industry, and as a global brand, we recognized the need to create a scalable solution," said Halide Alagz, chief product and sustainability officer at **Ralph Lauren**, in a statement. "Color on Demand significantly reduces the environmental impact of dyeing cotton, and as an added benefit, will enable us to better balance inventory and meet personalized consumer demands faster than ever before."

Color on Demand

The new multi-phased system will help address water scarcity and pollution originating from cotton dyeing with new technologies that will allow for the recycling and reuse of all water from the dyeing process.

Color on Demand will also dramatically reduce the amount of chemicals, dye, time and energy used in the process. Finally, it also allows for a more efficient way of color cotton at any step in the manufacturing process, rather than at the outset of production.

Ralph Lauren worked with materials company Dow, sustainable textile finishing company Jeanologia, chemicals company Huntsman Textile Effects and technology business Corob on the project.

*Ralph Lauren is tackling the wasteful cotton dyeing process*

Use of ECOFAST Pure Sustainable Textile Treatment, a pre-treatment solution developed by Dow, was optimized for the first phase of Color on Demand. Using ECOFAST with existing dyeing equipment allows for using 40 percent less water, 85 fewer chemicals, 90 percent less energy and a 60 percent reduction in carbon footprint than

traditional cotton dyeing processes.

Ralph Lauren is integrating ECOFAST into its supply chain and will launch pieces made with this process later this year. The company plans to use the Color on Demand platform in more than 80 percent of its solid cotton products by 2025.

The news was revealed on March 22, World Water Day.

Earlier this month, Ralph Lauren Corporation announced a new comprehensive circularity strategy, including producing 100 percent recycled cotton products and establishing resale and recycling options for shoppers.

As part of the group's push towards circularity, Ralph Lauren has also introduced a subscription rental service. Launching with the Lauren Ralph Lauren brand, "The Lauren Look" allows members to create a rotating wardrobe of dresses, pants, tops and more ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.