

APPAREL AND ACCESSORIES

Ralph Lauren expands circular fashion plans

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Ralph Lauren is focusing on circular fashion. Image credit: Ralph Lauren

By LUXURY DAILY NEWS SERVICE

U.S. fashion group Ralph Lauren Corporation is deepening its commitment to circularity with a new initiative.

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Ralph Lauren outlined its progress across its environmental, social and governance (ESG) commitments with its [2022 Global Citizenship and Sustainability Report](#), published on June 24. The group also introduced its new "Live On" promise to advance a circular economy by 2030.

"Ralph's embrace of timelessness has kept our designs and, ultimately, our business resilient and relevant for more than 50 years," said Patrice Louvet, president/CEO at [Ralph Lauren Corporation](#), in a statement.

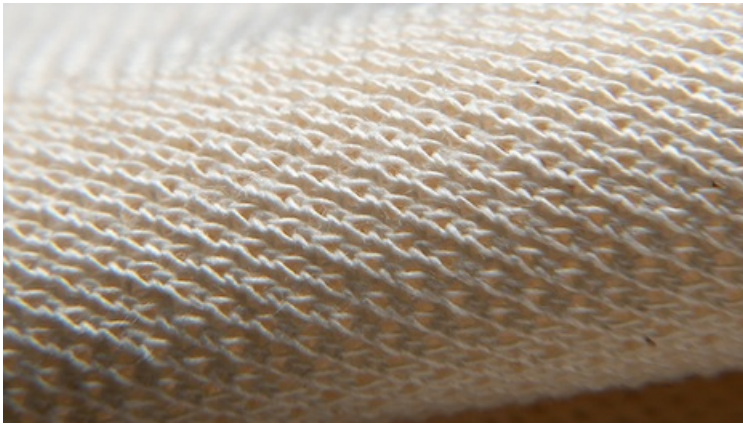
"Embedding this philosophy across our entire value chain is a natural and critical extension of Ralph's vision as we work to address our impacts beyond the beautiful products and experiences we create."

Timeless design

The Live On commitment is part of Ralph Lauren's Timeless by Design philosophy. It sets targeted goals to accelerate the group's circularity by 2030.

This includes investing in scaling regenerative practices and innovative technologies by 2025, as well as piloting ways for shoppers to rent, repair and recirculate Ralph Lauren pieces by 2025 in select markets.

The group also shared other ESG commitments that support Timeless by Design's three pillars: Create with Intent, Protect the Environment and Champion Better Lives.



Ralph Lauren is looking to reduce the environmental impact of cotton production. Image credit: Ralph Lauren

A new Design with Intent department will oversee culturally sustainable design, product development and brand storytelling. For instance, later this year the brand's signature cashmere sweater will be available as a cradle-to-cradle (C2C) certified product.

Ralph Lauren also launched an Artists in Residence program to engage Native American and Indigenous communities. The Ralph Lauren Corporate Foundation will be donating more than \$2.5 million in scholarship funds to institutions prioritizing equitable access to higher education.

The group also plans to increase transparency and reporting across human rights due diligence across its supply chain.

Finally, the Ralph Lauren Corporate Foundation will commit to an inaugural grant to establish the U.S. Regenerative Cotton Fund. This will support long-term sustainable cotton production in the U.S. in the hopes of eliminating the equivalent of 1 million metric tons of carbon dioxide from the atmosphere by 2026.

Last year, the group developed a new platform that aims to make the cotton dyeing process more sustainable and efficient by reusing water and reducing chemical use.

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 ([see story](#)).