

APPAREL AND ACCESSORIES

## Ralph Lauren debuts accelerated fiscal outlook during Investor Day 2022

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*The company celebrated its 25-year listing anniversary with an opening bell ceremony at the New York Stock (NYSE). Image credit: Ralph Lauren/Vimeo*

By LUXURY DAILY NEWS SERVICE

U.S. fashion group Ralph Lauren is ramping up investor relations efforts with its latest updated outlook presentation to stakeholders and analysts.

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Held on Sept. 19th in New York City, the corporation shared three primary strategic growth drivers in addition to an updated three-year outlook as part of its 2022 Investor Day programming. Ralph Lauren is also honoring a business milestone with a celebratory opening bell engagement at the New York Stock Exchange.

"Since our last investor day in 2018, we have transformed our business building a strong foundation with multiple engines of growth that are already showing momentum," said Patrice Louvet, president and CEO at **Ralph Lauren**, in a statement.

"Our 'Next Great Chapter: Accelerate' plan is grounded in this meaningful progress, building on our elevated brand positioning and desirability; our distinctive, timeless products and experiences across multiple categories; and our expanding reach in key cities around the world."

Next steps

Ralph Lauren discussed its long-term financial outlook and presented "Next Great Chapter: Accelerate, To Deliver Sustainable, Long-Term Growth and Value Creation" to investors, as part of this morning's Investor Day 2022 lineup.

The company's physical event and first-ever accompanying digital live stream featured comments from several executives including chief branding and innovation officer David Lauren, chief marketing officer Iris Langlois-Meurinne and regional CEO of North America Bob Ranftl.



*Patrice Louvet, president at Ralph Lauren, kicks off inventory relations event programming. Image courtesy of Ralph Lauren*

The company's updated three-year financial outlook includes a newly-unveiled trio of pillars.

In the next few years, Ralph Lauren will hone in on new consumer acquisition and retention by expanding and elevating its global brand positioning. The brand also plans to continue driving core products while promoting underpenetrated categories like luxury lifestyle and, lastly, will scale a digitally-led, omnichannel strategy across 30 top cities worldwide.

Restoring its lifestyle lines to lucrative status has remained a long-time goal of the brand, after seeing immense success in previous decades.

The year 2004 marked Ralph Lauren's home heyday, and though the company does not report home revenues, it does report on licensing: that year marked its peak of \$268.8 million, when licensing accounted for 10 percent of corporate sales ([see story](#)).

Enabled by the company's core capabilities, Ralph Lauren aims to accelerate earnings to a mid- to high-single-digit revenue compounded annual growth rate and is reaching for operating profit growth that exceeds top-line growth by fiscal 2025 in constant currency.

Additionally, Ralph Lauren announced plans to continue returning approximately \$2 billion in excess free cash flow to shareholders on a cumulative basis Through fiscal 2025, by way of dividends and share repurchases.

"Our clear and choiceful strategies are expected to deliver sustainable long-term growth and value creation fueled by our strong balance sheet and operating discipline as we reinforce our position as a leading luxury lifestyle company," Mr. Louvet said.



*Ralph Lauren store at 888 Madison Avenue in New York. Image credit: Ralph Lauren*

Ahead of the Investor Day itinerary, Ralph Lauren executives also gathered to ring NYSE's opening bell, in celebration of 25 years since the company's public offering debut.

The brand has reached adjacent milestones in recent years, having celebrated 50 years in business back in 2018 ([see story](#)).

"This Company started over 50 years ago with a dream and a tie and today, while it has expanded to become a leading luxury lifestyle brand, our vision for timelessness, authenticity and a life well-lived remains constant," said Ralph Lauren, executive chairman and chief creative officer, in a statement.

"What has changed is our ability to bring this vision to more and more people around the world, and I am so proud of our teams for building our strength and expanding our reach while staying true to who we are."

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