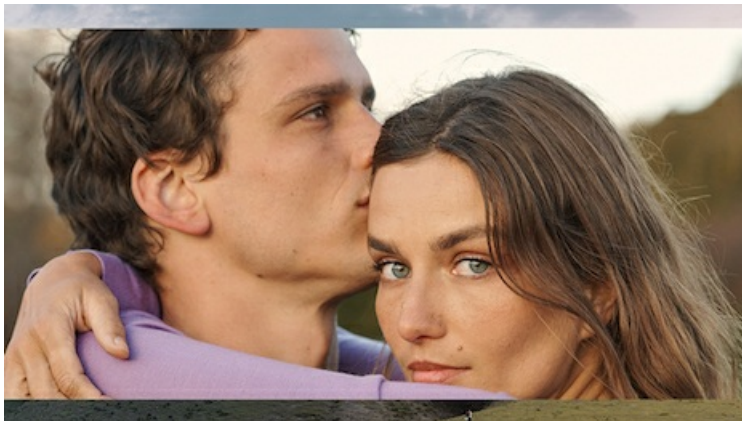


APPAREL AND ACCESSORIES

Ralph Lauren advances conscious cashmere offerings, launches recycling program

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Models Simon Nessman and Andreea Diaconu, who share a commitment to the environment in their personal relationship, will feature in the promotional materials for the C2C Certified Gold cashmere line. Image credit: Ralph Lauren

By LUXURY DAILY NEWS SERVICE

U.S. fashion group Ralph Lauren has released a first-of-its-kind product.

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Designed to live on for generations to come, the brand is announcing the launch of the Cradle to Cradle (C2C) Certified Gold Cashmere Sweater, which meets the global standard for circularity and sustainability in manufacturing set by the [Cradle to Cradle Products Innovation Institute \(C2C\)](#). In tandem with the release, the brand has instated a cashmere recycling program in partnership with leading textile company [Re-Verso](#).

"The kind of luxury we stand for at Ralph Lauren has always been about timelessness, authenticity and a life well-lived," said Katie Ioanilli, chief global impact and communications officer at [Ralph Lauren](#), in a statement.

"Today more than ever, we believe true luxury encompasses not only a product's beauty and quality, but how it was made and how it will endure," Ms. Ioanilli said. "That's why we've created the industry's first-ever Cradle to Cradle Certified luxury cashmere product, with plans to deliver four more verified icons by 2025."

Old and new again

This latest release is part of the brand's "Timeless by Design" effort, which seeks to apply principles of circularity to its manufacturing processes by 2025.

Furthering this commitment is the brand's Live On promise that by 2030, all products will be sustainably made to exist responsibly.



The brand outlined its progress across ESG commitments in its 2022 Global Citizenship and Sustainability Report. Image credit: Ralph Lauren

The C2C Certified Gold Cashmere Sweater will now replace the original model, with a new pure cotton label denoting the transition. The selection will be made available as part of Ralph Lauren's womenswear brand and the brand's Men's Purple label.

Part of the effort with C2C is the brand's new cashmere recycling program in partnership with Re-Verso. A leading textile company based in Prato, Italy, Re-Verso creates systems of circular manufacturing for cashmere and other high-quality fibers.

The program will allow consumers to readily dispose of their cashmere products to be incorporated into the sustainability model rather than be discarded in landfills.

The campaign's promotional material will feature models and romantic partners Andreea Diaconu and Simon Nessman who share a commitment to sound environmental practices.

The Live On promise and other commitments to circular practices have been outlined in the brand's 2022 Global Citizenship and Sustainability Report ([see story](#)).

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