

APPAREL AND ACCESSORIES

Ralph Lauren releases annual sustainability report

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The label is lifting a number of circular solutions launched in the last year, placing a focus on designs that stand the test of time. Image credit: Ralph Lauren

By ZACH JAMES

U.S. fashion group Ralph Lauren is laying the groundwork for a more environmentally-friendly future.

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The American clothing giant has reaffirmed its commitment to climate-conscious operations with a release detailing a responsible approach to global citizenship and sustainability. In doing so, Ralph Lauren is lifting a number of circular solutions launched within the last year, placing a focus on designs that stand the test of time.

"Ralph's vision of timelessness is apparent in the beautiful products we create, and it's our commitment to ensure this vision is carried into how we create and address our impact on the world," said Katie Ioanilli, chief global impact and communications officer at Ralph Lauren Corporation, in a statement.

"Our approach is rooted in science, ambitious goals, collaboration and innovation that, together, will enable us to continue to inspire people to live the life of their dreams."

Ralph Lauren reports

Since publishing the "Global Citizenship & Sustainability Report" in 2022 as an extension of its ongoing environmental efforts, leaders at Ralph Lauren have pushed for continued progress on a number of long-term goals.

The company has carved out a niche in the space, identifying a specialization in creating timeless products that are produced with high-quality materials and made to last as key to meeting luxury demands while achieving climate-centric viability.



Ralph Lauren's approach to sustainability is intersectional, spanning three primary areas of focus. Image credit: Ralph Lauren

Dubbed "Timeless by Design," the strategy harps on three core pillars.

"Create with Intent" involves the use of sustainable materials and the subsequent implementation of responsible sourcing channels. The segment also focuses on establishing sound design practices, an area of strength for the firm.

Ralph Lauren's 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 \(C2C\)](#), slots in as a highlight of this area ([see story](#)). The influence of luxury's first cashmere C2C Certified product is spreading, per the company's report, which notes a plan to qualify four additional mainstay products for accreditation by 2025.

Renewable energy, biodiversity, waste management, and water stewardship are filed under the next pillar. "Protect the Environment" houses a zero waste goal responsible for diverting 92 percent of waste from landfill and incineration across its distribution centers so far, according to the corporation.

Of Ralph Lauren's forthcoming goals, net-zero emissions are planned by 2040, making use of completely recyclable packaging will take effect by 2025 and eliminating landfill waste entirely by the end of 2023.

Conversely, "Champion Better Lives," Ralph Lauren's final sector, has already seen substantial movement. In May 2023, executives attended the opening of the Ralph Lauren Center for Cancer Prevention at Georgetown Lombardi Comprehensive Cancer Center in the nation's capital, one of five equitable health hubs to be funded by way of a \$25 million-dollar investment enacted on behalf of the firm ([see story](#)).

All accomplishments are completed in compliance with the strategy's three central tenants. One of the most fitting factors that its teams will move forward, however, involves the evolution of circular offerings at Ralph Lauren.

Reuse, reduce, recycle

As consumers push for more sustainable business practices, luxury's leg up lies in the consistency of high-level craftsmanship that has always supported back-end production, in some cases, for centuries.

Ralph Lauren lands among that pack. As part of its Cradle to Cradle (C2C) partnership, by 2025, all cotton, wool, polyester, viscose, leather and feathers used will be sustainably sourced, recycled or verified by climate-conscious officials.

Stitch by stitch, our icons like the [#C2CCertified](#) Gold Cashmere Sweater are reimagined through a lens of circularity.

Discover Ralph Lauren's Cradle to Cradle Certified process: <https://t.co/kAKJk32ypG>
pic.twitter.com/uDpYcn79FC

Ralph Lauren (@RalphLauren) [January 24, 2023](#)

As shown in a recent report by Vestiaire Collective, customers are increasingly shopping secondhand to curb their personal environmental impact. The luxury resale platform shares that purchasing pre-owned goods lessens total climate effects by 90 percent, with four out of five clients seeking longer-lasting clothing by shopping on the forum ([see story](#)).

"We are challenging ourselves to lead the way in more deeply contributing to a better, more sustainable world in the ways we create products, value nature and champion the people and communities we touch," said Ralph Lauren, executive chairman and chief creative officer of the company, in a statement.

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