



Ralph Lauren Strengthens Its Commitments to Advancing a Circular Economy with New ‘Live On’ Promise, Further Enabling Extended Life of Its Products

The Company also unveiled that its iconic luxury cashmere sweater will be its first Cradle to Cradle Certified® product

COPENHAGEN & NEW YORK – JUNE 7, 2022 – Ralph Lauren Corporation (NYSE: RL) today announced its new **Live On** promise to enable its past and future products to live on responsibly by 2030. Unveiled during Global Fashion Agenda’s Global Fashion Summit in Copenhagen, the new promise is part of Ralph Lauren’s **Timeless by Design** approach to ensuring its philosophy of timelessness is embedded from inspiration through to products’ every use and re-use across generations.

As part of the unveiling, the Company also announced that its iconic cashmere sweater will be the first-of-its-kind luxury Cradle to Cradle (C2C) Certified® product. Cradle to Cradle certification is the global standard for products that are safe, circular, and responsibly made. Every component of the sweater will be certified, from the cashmere fiber to its rich dyes, and iconic label made with organic cotton. Consumers will have the option of recirculating their sweater for its next use through a cashmere recycling program. Ralph Lauren’s C2C Certified® Cashmere sweater will be available later this year.

“At Ralph Lauren, we have always believed in creating things that last—that never go out of style,” said Katie Ioanilli, Chief Global Impact & Communications Officer. “Today, as we unveil our Live On promise and Timeless by Design approach, we are embracing Ralph’s vision of timelessness more deeply and boldly than ever before.”

The Ralph Lauren Live On promise builds on the Company’s existing circularity strategy and is supported by three foundational pillars that guide initial goals:

- **Design for Circularity:** Ralph Lauren has committed to designing its products according to circular principles by 2025, including a goal to make five iconic products (“icons”) C2C Certified®. In addition, the Company will offer high quality products made with 100% recycled cotton.
- **Enable Circular Consumer Experiences:** The Company has committed to extend the life of its products by piloting ways for its consumers to rent, repair, and recirculate Ralph Lauren products by 2025, in select top cities.
- **Advance the Circular Economy:** By 2025, Ralph Lauren will also invest in scaling regenerative practices – such as the [U.S. Regenerative Cotton Fund](#) – and innovative technologies like [Natural Fiber Welding](#), a leading sustainable material science startup that is scaling a new industry standard for natural fiber recycling.

The Live On promise was developed as part of Ralph Lauren’s evolved Global Citizenship & Sustainability strategy, Timeless by Design, which is underpinned by its work to: Create with Intent, Protect the Environment and Champion Better Lives. Through Timeless by Design, Ralph Lauren will take its philosophy of creating enduring products that are meant to be loved and worn for generations and apply it across the value chain – from how the Company values the environment and champions the communities it serves from inspiration to manufacture, sale and every use and re-use across generations.

ABOUT RALPH LAUREN CORPORATION

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in five categories: apparel, footwear & accessories, home, fragrances and hospitality. For more than 50 years, Ralph Lauren has sought to inspire the dream of a better life through authenticity and timeless style. Its reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company's brand names—which include Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children and Chaps, among others—constitute one of the world's most widely recognized families of consumer brands. For more information, go to <https://corporate.ralphlauren.com>.

SPECIAL NOTE REGARDING FORWARD-LOOKING STATEMENTS

This press release contains goals, initiatives and forward-looking statements (“Forward-Looking Statements”) based on current expectations. Forward-Looking Statements include statements regarding, among other things, our citizenship and sustainability goals and environmental and social goals. Forward-Looking Statements are indicated by words or phrases such as can, commit, will, aim, seek, goal, target and similar words or phrases. These Forward-Looking Statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements to be materially different from the future results, performance or achievements expressed in or implied by such Forward-Looking Statements. These risks include, but are not limited to, those identified in the Company's Annual Report on Form 10-K filed with the Securities and Exchange Commission. We undertake no obligation to publicly update or revise any Forward-Looking Statements, whether as a result of new information, future events or otherwise.

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