



Ralph Lauren Expands Its Earth Polo Offering, Reinforces Commitment to Protecting the Environment

*New Earth Polo shirts made from recycled plastic bottles and dyed with a waterless process; underscores the goal to use **170 million** plastic bottles in our products and packaging by 2025*

NEW YORK, NY – April 22, 2020 – Amid the extremely difficult circumstances the globe is experiencing with COVID-19, it is becoming apparent in real time how dramatic human impact has been on the Earth and how quickly a change needs to be made for the better. This reinforces Polo Ralph Lauren’s aim to protecting the environment by using 170 million plastic bottles in its product and packaging by 2025. This Spring, the brand is expanding its Earth Polo shirt offering with a larger capsule consisting of new colors and designs. The Earth Polo, designed with Mother Nature in mind, is crafted from thread derived from recycled plastic bottles and dyed in an innovative process that uses zero water. Each Earth Polo is made from an average of 12 plastic bottles.

“Changing the way we innovate, design and produce our products is the first of many steps we are taking as a Company to be more sustainable. For us, it all started with the Earth Polo,” said David Lauren, Chief Innovation Officer. “Ralph Lauren commits to using at least 170 million recycled plastic bottles in our products and packaging by 2025. Plastic waste is a major issue threatening the environment—we want to be part of the solution and utilize an innovative approach to create something valuable.”

The Earth Polo will now be offered in 19 colorways for men including long sleeve silhouettes, 7 colors for women, and 9 colors for kids, along with printed design options. The shirt is produced in partnership with First Mile, an organization with a global mission focused on sustainability and positive social impact. First Mile works with entrepreneurs in low-income communities to collect recyclable plastic bottles, which are then processed through a unique and eco-friendly manufacturing program and turned into high-quality yarn and ultimately fabric.

“When Ralph founded our company more than 50 years ago, he did so with the idea that whatever we create is meant to be worn, loved, and passed on for generations. It’s with this spirit of timelessness that we approach sustainability,” added Halide Alagoz, executive vice president, Chief Supply Chain and Sustainability Officer.

In June 2019, the company published its full Global Citizenship and Sustainability Report, including its comprehensive strategy and goals. It pledged that by 2023, the brand will achieve zero waste to landfill across its distribution centers. It also stated that by 2025, it will achieve at least a 20% reduction in total water use across its operations and value chain, and 100% of its key production and packaging materials will be recyclable or sustainably sourced.

For decades, the iconic Polo shirt has been used as a global symbol to help raise millions of dollars for philanthropic and social impact, including funding breast cancer research and care through the Pink Pony Fund, raising funds for global disaster relief, and supporting the LGBTQIA+ community.

The Earth Polo will be available for men, women and kids in select retail stores globally and on [RalphLauren.com](https://www.RalphLauren.com).

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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's 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, Chaps and Club Monaco, among others, constitute one of the world's most widely recognized families of consumer brands. For more information, go to <https://corporate.ralphlauren.com>.