



BEATRIZ

GABRIELA

HAMZA

LORENZO

RALPH LAUREN





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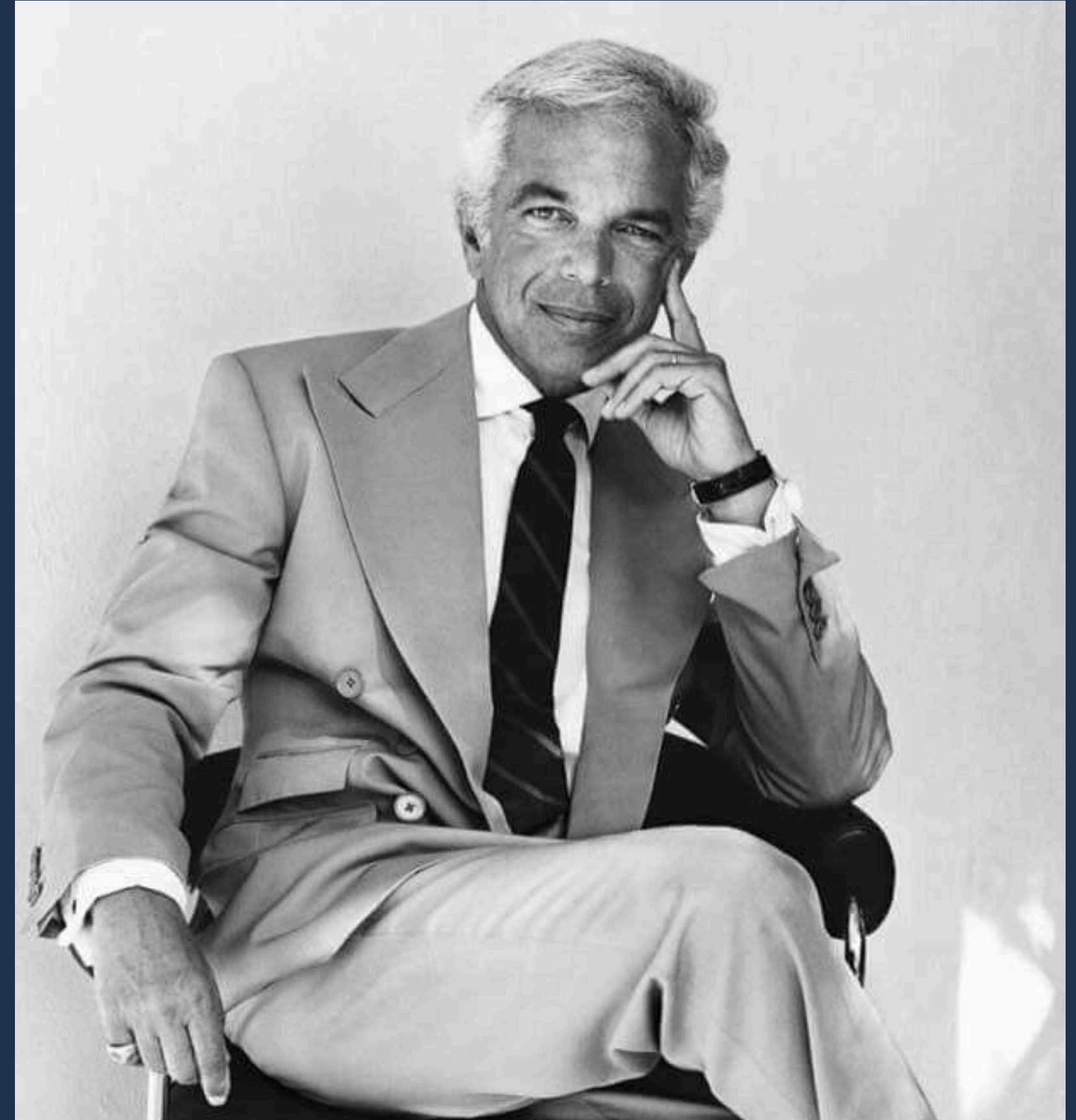
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G E N E R A L I N F O R M A T I O N

COMPANY OVERVIEW

Ralph Lauren Corporation is an American fashion brand founded by Ralph Lauren in 1967 in New York City. For over five decades, the company has built a strong and distinctive brand identity, expanding consistently across products, brands, sales channels, and international markets.



TIMELINE



1968
RALPH DEBUTS HIS FULL
MEN'S COLLECTION



1972
RALPH DEBUTS HIS FIRST
FULL WOMEN'S
COLLECTION



1981
RALPH OPENS HIS FIRST
SORE OUTSIDE THE UNITED
STATES



1986
RALPH REDEFINES
RETAIL WITH HIS FIRST
FLAGSHIP



1993
DOUBLE RL MAKES ITS
DEBUT



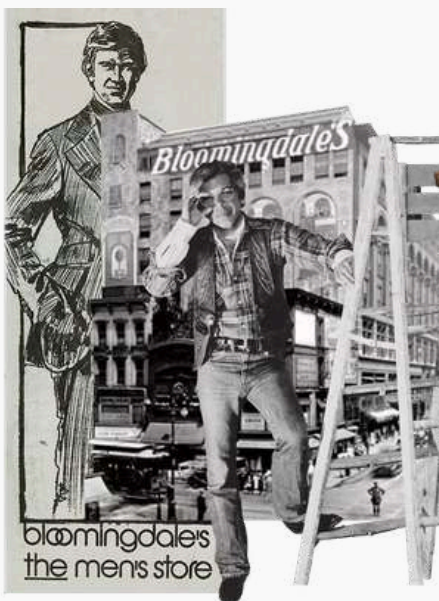
1999
RALPH OPENS HIS
FIRST RESTAURANT



2008
POLO RALPH LAUREN
BECOMES AN
OFFICIAL
OUTFITTER OF TEAM
USA

1967
RALPH LAUREN
LAUNCHES A NECKWEAR
LINE UNDER THE NAME
POLO. R

1970
THE POLO BY RALPH
LAUREN SHOP
OPENS IN
BLOOMINGDALE'S



1971
RALPH OPENS HIS
FIRST STANDALONE
STORE

1972
RALPH INTRODUCES THE
POLO SHIRT

1971
THE ICONIC POLO
PONY DEBUTS



1978
RALPH INTRODUCES
POLO FOR MEN.



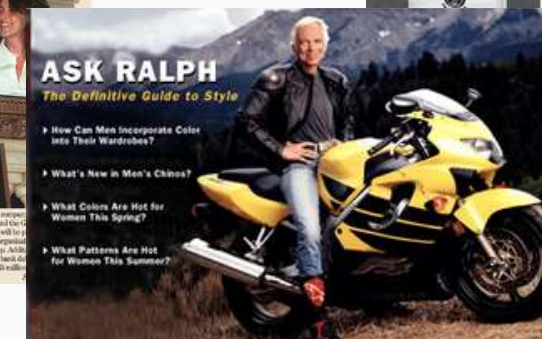
1983
RALPH LAUREN HOME
DEBUTS



1991
THE POLO BEAR
ARRIVES ON THE SCENE.



1997
RALPH TAKES HIS
COMPANY PUBLIC



2000
RALPH BLAZES A
NEW TRAIL WITH
POLO.COM



2002
POLO RALPH LAUREN
BECOMES THE OFFICIAL
OUTFITTER OF WIMBLEDON



2018
RALPH BRINGS THE
HEAT AT THE
OLYMPIC WINTER
GAMES
PYEONGCHANG

564 DIRECTLY
OPERATED STORE

232 BRANDED AND
FLAGSHIP STORE

699 CONCESSION
195 LICENSED STORES

332 OUTLET
STORES

COMPANY SIZE



GLOBAL
HEADQUARTER:
650 MADISON
AVENUE, NEW YORK
CITY



50 NORTH AMERICA
44 EUROPE
138 ASIA

180 NORTH AMERICA
93 ASIA
59 EUROPE

RUNWAY COLLECTION
READY TO WEAR LINE

HOME

FRAGRANCES

FOOTWEAR AND
ACCESSORIES

HOSPITALITY

GENERAL INFORMATION

KEY PRODUCTS





RALPH LAUREN

Collection

POLO

RALPH LAUREN

Purple Label

LAUREN

RALPH LAUREN

★RA★

RALPH LAUREN

CHAPS

RALPH'S BAR

RALPH LAUREN

Ralph's

COFFEE

RALPH LAUREN

RALPH LAUREN HOME



PILLARS

INSPIRATION

TIMELESS STYLE AND
AUTHENTICITY

ELEGANCE AND LIFESTYLE

VISION

To be a global leader in the design,
marketing, and distribution of
premium lifestyle products.



MISSION

Maintaining leadership in the
design, marketing, and distribution
of lifestyle products across all
divisions.

Delivering sustainable long-term
growth while strengthening brand
desirability.

Expanding inclusivity and modern
relevance to attract new global
consumers.



RALPH LAUREN

Executive Chairman and Chief
Creative Officer



PATRICE LOUVET

CEO

CORPORATE GOVERNANCE AND LEADERSHIP



JUSTIN PICICCI

CFO



JANE NIELSEN

COO

SHAREHOLDERS & STAKEHOLDERS

OWNERSHIP STRUCTURE

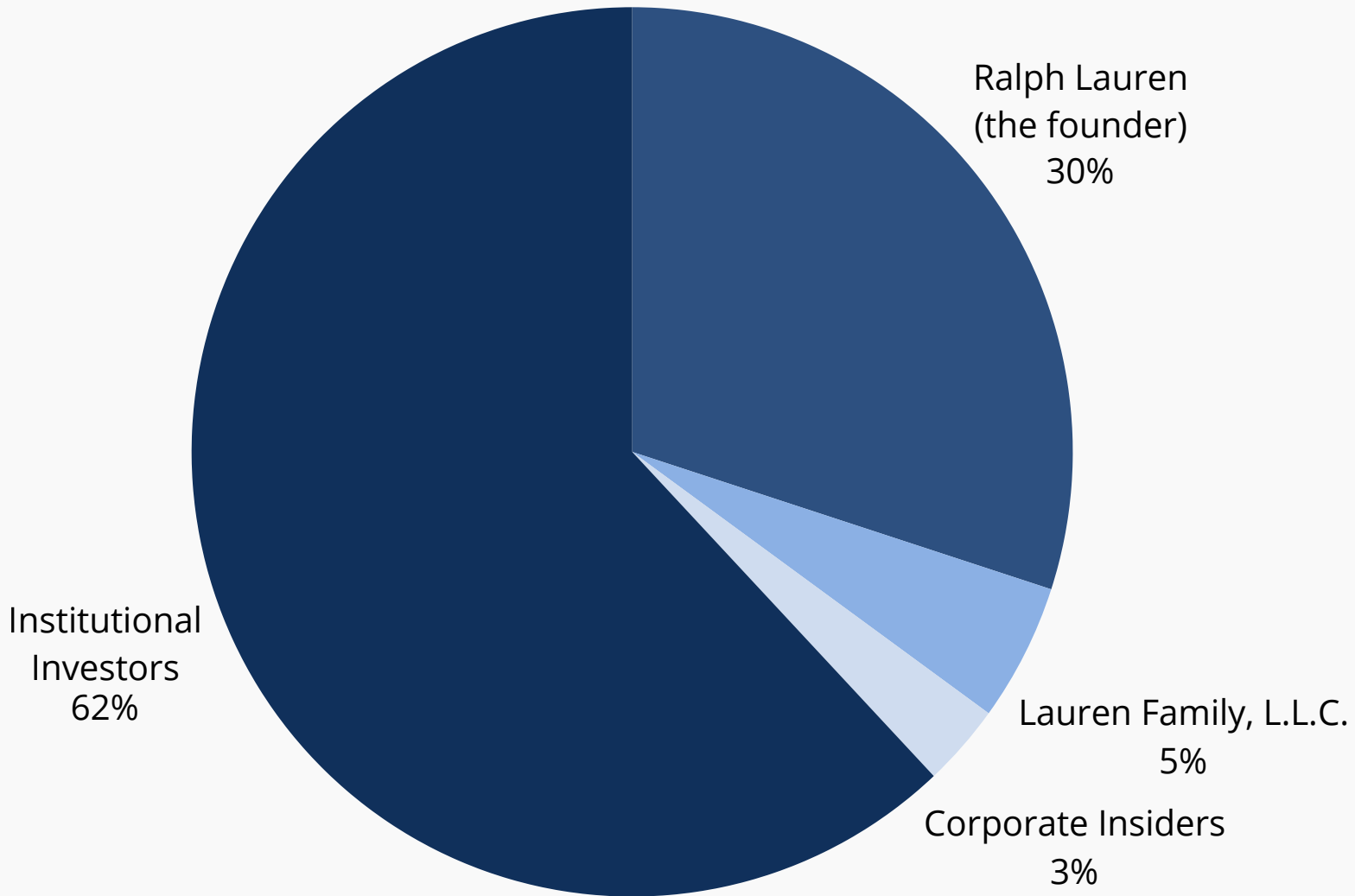
Ralph Lauren Corporation is a publicly traded company listed on the New York Stock Exchange (ticker: RL).

Ownership structure combines public investors with strong founder influence from Ralph Lauren.

Class A Common Stock is the main publicly traded share class.

Capital strategy focuses on shareholder returns through dividends and share repurchase programs. Founder voting power ensures long-term strategic control of the brand.

SHAREHOLDERS & STAKEHOLDERS
STAKEHOLDER MAPPING



INTERNAL
MANAGEMENT
EMPLOYEES
DESIGNERS AND CREATIVE
TEAMS

EXTERNAL
CUSTOMERS
SUPPLIERS AND VENDORS
LICENSEES
INVESTORS
COMMUNITIES
WHOLESALE PARTNERS
COLLABORATORS / ARTISTS

SHAREHOLDERS

Brand Positioning

POSITIONING

- A **premium** brand
- Classic **American lifestyle**
- Mixes **luxury with tradition**
- Known for **preppy, elegant, and timeless** clothes

VALUE PROPOSITION

- **High-quality** products that **lasts** over time
- Options: **different price levels**
- **Full lifestyle**: fashion, home, and experiences

UNIQUE SELLING POINT

- Strong **American style**
- **Different brand worlds** (Polo, Purple Label, etc.)

CORE VALUES

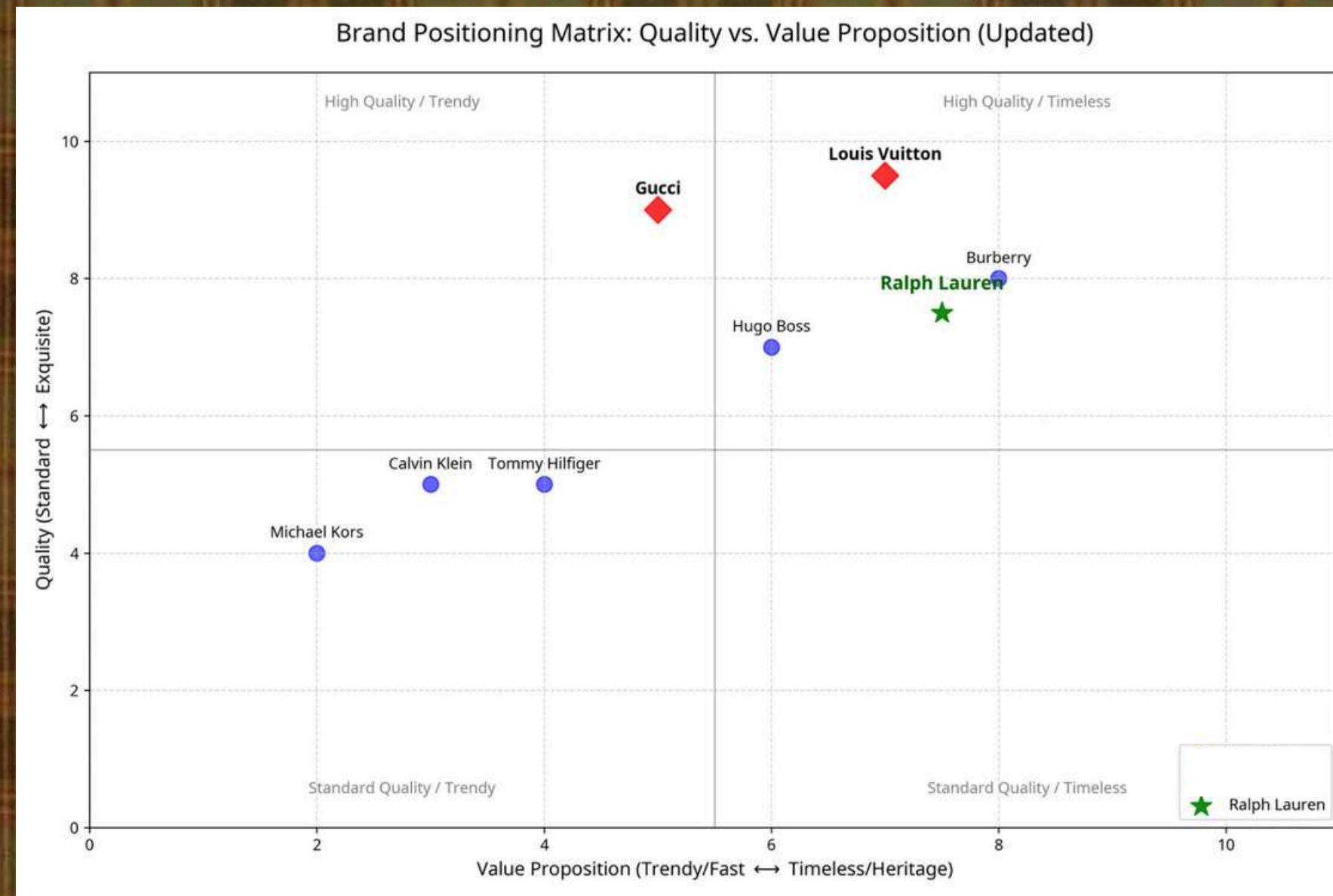
- Promotes **inclusivity** and **sustainability**
- Balances **tradition with innovation**
- **Quality** and craftsmanship
- **Authenticity** and **American heritage**

BRAND EQUITY

- Known and **trusted worldwide**
- **Strong symbols** and icons (logo- polo player)
- Customers are **loyal** and willing to pay more



Brand Positioning Matrix (Competitors)



HIGH QUALITY

VERTICAL LINE
QUALITY

MORE TRENDY

HORIZONTAL LINE
STYLE VALUE

MORE TIMELESS AND CLASSIC

LOWER QUALITY

Luxury Tier:

- **Louis Vuitton** (high quality and strong luxury status)
- **Gucci** (high quality, more trendy)
- **Burberry** (high quality, timeless, strong british heritage)

★ Ralph Lauren

Between **premium and luxury**

High quality, timeless, strong heritage

More accessible prices than ultra-luxury brands

Premium Tier:

- **Hugo Boss** (clean business style, good quality)
- **Calvin Klein** (basics, good quality, more accessible)
- **Tommy Hilfiger** (preppy basics, good quality, more accessible)

Accessible:

- **Michael Kors** (lower quality and price, “affordable luxury”)

Competitors Overview

Luxury



Louis Vuitton

One of the most famous luxury brands, known for **bags** and **travel items**.

Targets **adults** with high incomes and **high prices**.



Gucci

High-end luxury brand known for **bags** and **bold designs**.

Targets **young adults** with **high prices**.



Burberry

Famous for **trench coats** and classic **British style**.

Targets **adults** with **high prices**, but also **attracts younger customers**.

Accessible



Michael Kors

Sells stylish **bags** and **clothes** that look luxurious but are affordable.

Targets **young adults** and **adults** with **accessible prices**.

Premium

Hugo Boss

Famous for **suits** and **fragrances**.

Targets **adults** with **mid-to-high prices**, but also **attracts younger customers**.



Calvin Klein

Known for clean, **basic clothes** and **underwear**.

Targets **young adults** with **mid-range prices**.



Tommy Hilfiger

Offers classic **American clothing** with a **modern style**.

Targets **young adults** with **mid-range prices**.



MARKET OVERVIEW AND ANALYSIS

MARKET TRENDS & OPPORTUNITIES

In 2026, the fashion industry faces strong uncertainty due to inflation, trade instability, and geopolitical tensions. Ralph Lauren operates in this complex environment by increasing retail prices to offset higher import costs from tariffs while maintaining demand thanks to strong brand equity.



MARKET OVERVIEW AND ANALYSIS

TECHNOLOGICAL TRANSFORMATION AND AI

Technological transformation and artificial intelligence are becoming essential in the fashion industry, reshaping retail processes and product discovery (source: McKinsey & Company). Ralph Lauren Corporation is accelerating its digital strategy through AI-driven tools such as Ask Ralph, personalized marketing, and advanced technologies including virtual shopping, CGI, and predictive inventory systems.

VOLATILITY IN LUXURY CONSUMPTION

Changes in consumer values are reshaping fashion. Ralph Lauren Corporation strengthens emotional brand connections through immersive lifestyle experiences such as the The Polo Bar concept.

MARKET OPPORTUNITIES: STRATEGIC GROWTH

DRIVERS

Ralph Lauren is responding to the sector slowdown through cost control, product elevation, and by attracting consumers moving away from extreme luxury pricing. The strategic plan Next Great Chapter: Drive focuses on brand elevation, expansion in high-potential categories, and the development of an integrated digital-physical ecosystem across major global cities.



OUT OF TOTAL REVENUE (\$6.63 BL)

FISCAL YEAR 2024

OTHER (LICENSING) = \$146 ML

MARKET OVERVIEW AND ANALYSIS

MARKET SEGMENTATION



\$2.95 BL
NORTH AMERICA

\$1.97 BL
EUROPE
key cities:
Paris, Amsterdam

\$1.57 BL
ASIA
China: +25% growth
(2024)

BUYER PERSONA



ALEXANDER REED

Age: 32

Gender: Male

Location: New York

Job title: Legal Consultant

Annual Income: €78,000

Education: Degree in Law

Marital status: Engaged

Alexander represents a cosmopolitan young professional with growing purchasing power. He is attracted to the brand's timeless luxury aesthetic, while also being digital-first and influenced by global culture and media.

He sits between:

- the classic luxury customer
- the modern omnichannel digital consumer

PERSONALITY

- **Ambitious & Driven:** Focused on career growth and personal achievement.
- **Sophisticated & Elegant:** Prefers timeless style and values quality craftsmanship.
- **Aspirational:** Seeks experiences and possessions that elevate lifestyle without being ostentatious.
- **Socially Connected:** Engages with digital trends, social media, and global brand moments.

LIFESTYLE:

- Ambitious and career-driven.
- Sees fashion as a tool for subtle status expression.
- Interested in fashion, interior design, and premium lifestyle experiences.
- Balances a professional routine with aspirational consumption.

SHOPPING BEHAVIOR:

- Primarily shops online but visits flagship boutiques for key purchases.
- Willing to pay full price for iconic and high-quality products.
- Purchases:
 - timeless essentials (blazers, shirts, knitwear),
 - fragrances and accessories,
 - culturally relevant capsule collections.

STYLE & PREFERENCES:

- Prefers elevated classics and timeless elegance.
- Neutral color palettes and premium fabrics (cashmere, fine wool, silk).
- Tailored pieces suitable for both business and refined leisure occasions.
- Strong appreciation for craftsmanship and limited capsule collections.
- Influenced by: global sporting events such as Australian Open

BRAND RELATIONSHIP

Main motivation:

- to elevate his lifestyle and personal image.

Core values:

- Quality and craftsmanship
- Timeless elegance
- Aspirational lifestyle

Preferred channels:

- Premium e-commerce
- Flagship stores in major global cities
- Brand lifestyle experiences (retail + hospitality)

DIGITAL BEHAVIOR:

- Highly active on social media.
- Discovers products through digital campaigns and brand storytelling.
- Engages with global platforms such as WeChat and Douyin.

VALUE PROPOSITION

"Inspiring the Dream of a Better Life"

- Aspirational yet affordable American luxury lifestyle brand.
- Authenticity & Timelessness: Products designed to be "Timeless by Design," intended to endure for generations rather than seasons.
- Unified Lifestyle Aesthetic: A consistent luxury experience spanning apparel, home, fragrance, and hospitality, all managed under a single centralized design vision.
- Global Presence: 564 directly operated stores and 671 concession shops.
- Sustainable Heritage: Integrating circularity into the signature aesthetic, with 98% of units now featuring sustainable attributes (e.g., recycled cashmere and cotton).
- Financial Strength: \$1.78 billion "Fortress Foundation" (cash and short-term investments).



OMNICHANNEL & ECOSYSTEM GROWTH

- Key City Ecosystem: Clusters flagships and digital commerce in top-tier cities (e.g., London, Beijing).
- Result: 16% growth in Europe; 20% growth in China (Q4 Fiscal 2025).



- Digital Integration: 400M+ products feature Digital Product IDs (QR codes) for authenticity and styling.
- Customer Acquisition: Recruited 5.9 million new DTC customers in Fiscal 2025.

KEY PARTNERSHIPS AND COLLABORATIONS

Key Operational Pillars

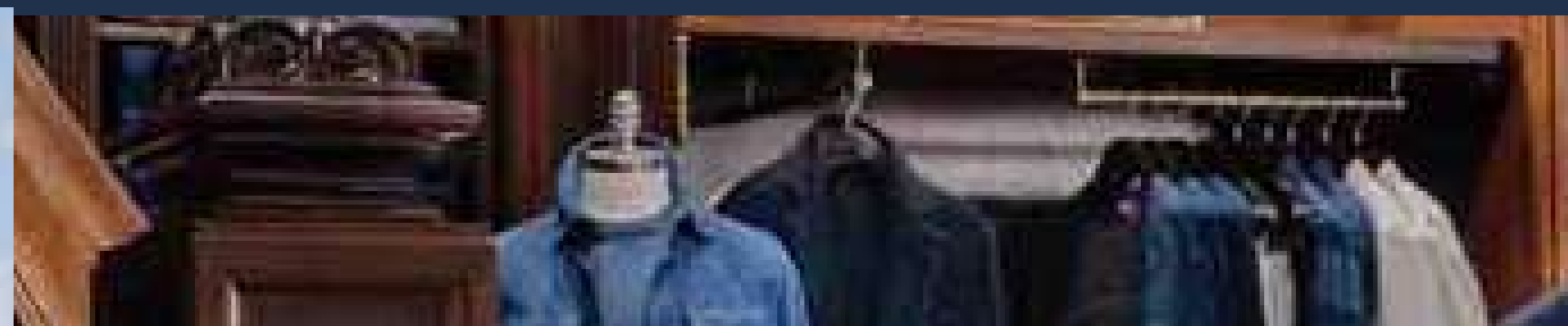
Virtual Supply Chain Model: over 350 Tier 1 factories instead of owning manufacturing.

Deep Tier 2 Engagement: Direct collaboration with fabric mills and weavers to drive sustainability.

Global Logistics Resilience: Diversified carrier base to mitigate risks from the Red Sea, Suez, and Panama Canal disruptions.

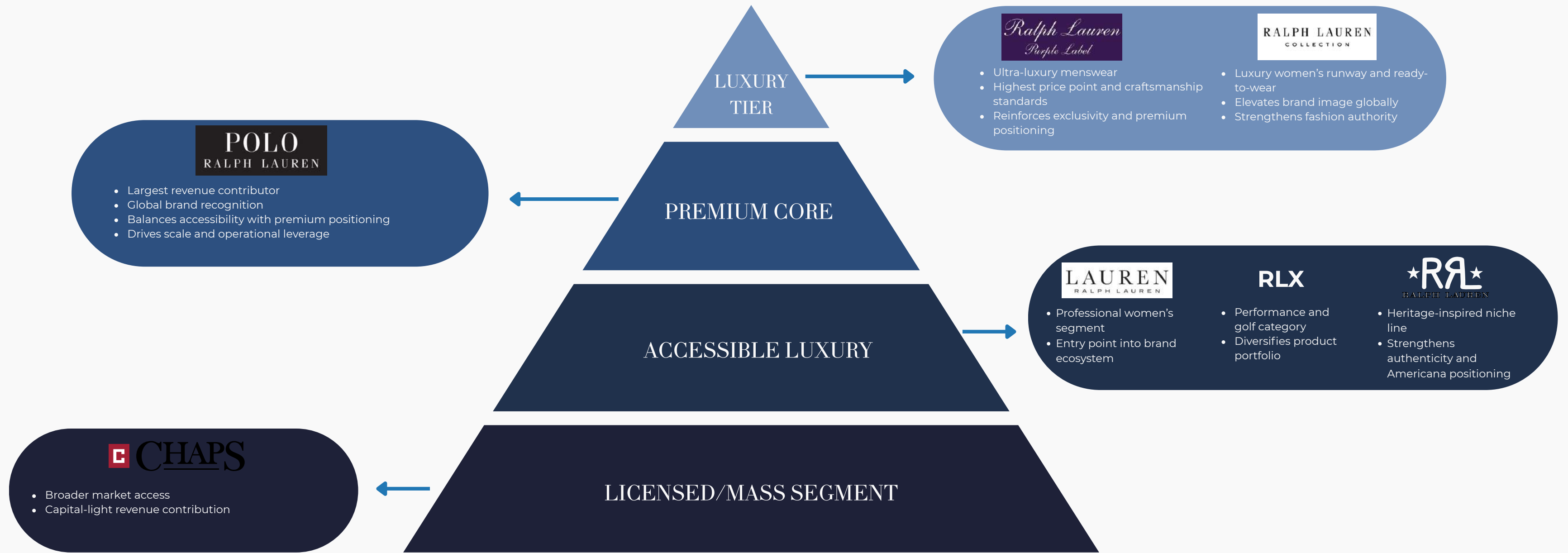
Strategic Licensing Partnerships: Critical alliances for specialized categories such as Fragrance, Eyewear, and Home.

Physical Prestige & Flagship Strategy: Strong partnerships with retail landlords and digital platforms in "Key Cities."



BUSINESS MODEL

TIERED BRAND ARCHITECTURE & STRATEGIC ROLE



BUSINESS MODEL

TIERED BRAND ARCHITECTURE & STRATEGIC ROLE

Strategic Impact of Tiered Structure

Margin Protection

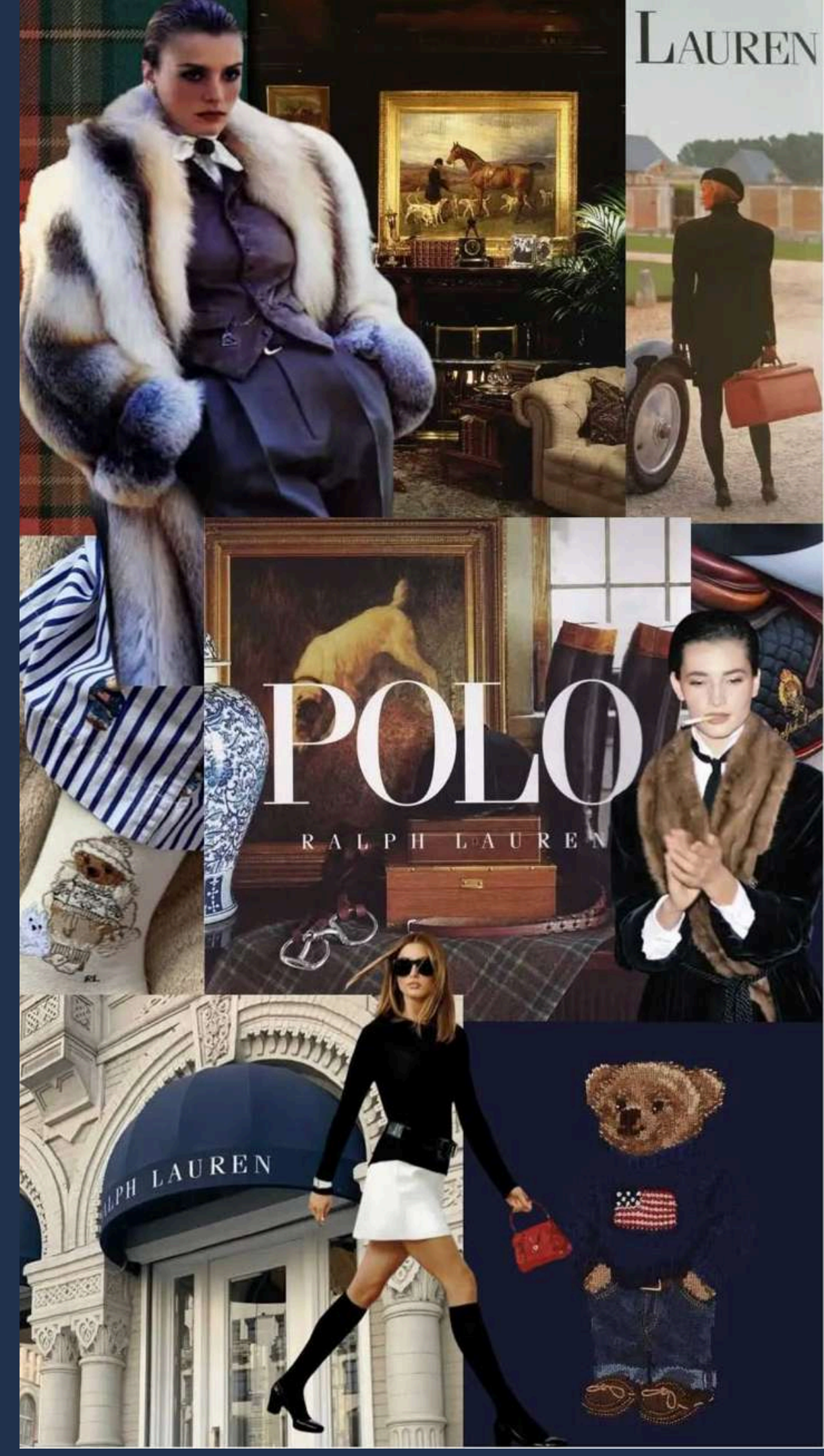
- High margins at luxury tier
- Scale efficiencies at premium core

Consumer Recruitment

- Accessible tiers attract new customers
- Facilitates upward trading within brand ecosystem

Luxury Halo Effect

- Prestige at the top strengthens desirability across all tiers
- Supports pricing power and brand elevation



Made-to-Stock vs. Made-to-Order

Overall Strategy

- Two production models: **mass market + luxury**

Made-to-Stock (Polo Ralph Lauren)

- Produced in **large quantities**
- Main source of sales and revenue
- Lower costs
- Global distribution
- Risk of excess stock and discounts

Made-to-Order (Purple Label & Collection)

- Made after the **customer orders**
- High quality and craftsmanship
- Premium materials
- Longer production time
- Higher prices and luxury image

Strategic Impact

MTS= **Efficiency and growth** (mass production)

MTO= **Quality and status** (exclusivity)

Together, they balance volume, profit, and brand value



BUSINESS MODEL

PRICE DISCIPLINE → MARGIN EXPANSION



Strategic Pricing Framework

Reduced Promotional Dependency

- Lower reliance on discounting
- Improved full-price sell-through
- Protects long-term brand equity

Global Pricing Alignment Strategy

- Harmonised pricing across regions
- Mitigates grey-market arbitrage
- Strengthens premium positioning worldwide

STRATEGIC OUTCOME

Brand Elevation Without Demand Erosion

- Prices increased while maintaining sales growth
- Margin expansion achieved without volume decline
- Confirms durability of Ralph Lauren's brand equity



RISK MANAGMENT

Geographic Concentration: Heavy reliance on North America (\$3.1B revenue).

Response: Expanding the international footprint with 11% growth in Europe and 9% in Asia.

Currency Volatility (FX): Reporting in USD while operating globally; exchange rates reduced Q4 revenue by 210 basis points.

Response: Use of Constant Currency

Supply Chain & Geopolitics: Threats from Red Sea attacks, the war in Ukraine, and port/labor disruptions.

Response: diversified supplier base and strict inventory planning

ESG & Regulatory Compliance: Increased scrutiny from laws regarding forced labor and transparency.

Response: Rigorous oversight of the supply chain

Licensing Dependence: Revenue tied to third-party partners for Fragrance, Eyewear, and Home.

Response: Careful relationship management to avoid the loss of key licenses



E-COMMERCE STRATEGY

High-Growth Digital Engine

Regional Outperformance (Q4 FY25): Digital grew 25% in Europe and 27% in Asia.
Profitability: Focused on full-price sales to support brand elevation and margin growth.
Social Momentum: Low double-digit follower growth driving traffic to the ecosystem.

The Connected Journey (DTC & O2O)

Winning in Key Cities: Seamlessly linking physical flagships with digital commerce.
DTC Priority: Recruited 5.9 million new customers in FY2025; focus on data ownership.
Digital Product IDs (DPID): 400M+ items equipped with QR codes for authenticity and post-purchase styling.



REVENUE STRUCTURE: DTC-LED MODEL

Revenue Breakdown Channel (FY2024)

Retail (Direct-to-Consumer) – \$4.35B (66%)

- Largest revenue contributor
- Includes owned stores and e-commerce
- Enables full brand control across pricing, merchandising, and experience

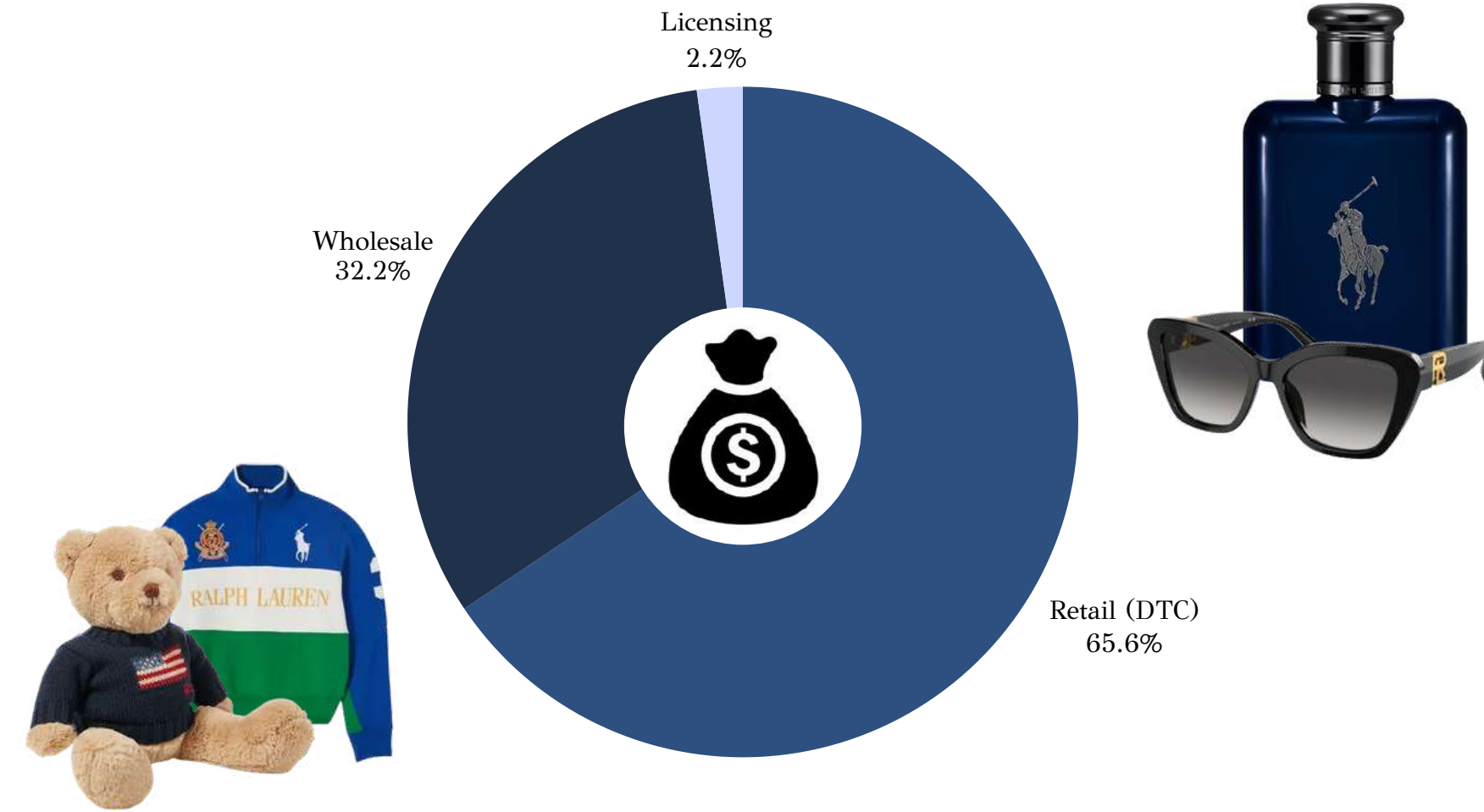
Wholesale – \$2.13B (32%)

- Department stores and third-party partners
- Provides global reach but lower margin control
- Strategically reduced to support brand elevation

Licensing – \$146M (2%)

- Categories such as fragrance, eyewear, and home
- Asset-light revenue stream with high-margin characteristics

FY2024 NET REVENUE MIX BY CHANNEL



Strategic Implications of DTC Dominance

Greater Pricing Control

- Ability to reduce markdown dependency
- Protects brand equity and margin structure

Improved Full-Price Sell-Through

- Stronger control over promotional cadence
- Supports AUR growth and gross margin expansion

Enhanced Consumer Data Ownership

- Direct access to purchasing behaviour and lifetime value insights
- Strengthens personalization and retention strategies

Reduced Wholesale Dependency

- Lower exposure to partner discounting pressures improves long-term profitability resilience



PROFITABILITY DRIVERS

AUR GROWTH (+11%)

- Higher realised unit prices
- Brand elevation strategy reduced promotional dependency

CHANNEL MIX SHIFT (DTC FOCUS)

- 66% of revenue now from Retail
- Greater pricing control and full-price sell-through

LOWER FREIGHT COSTS

- Easing logistics inflation improved gross margin

INVENTORY DISCIPLINE

- Reduced year-end inventory levels
- Lower markdown risk and improved working capital efficiency



RALPH
LAUREN



CASH ALLOCATION & FINANCIAL STABILITY (FY2024)

Capital Deployment

Dividends — \$195M

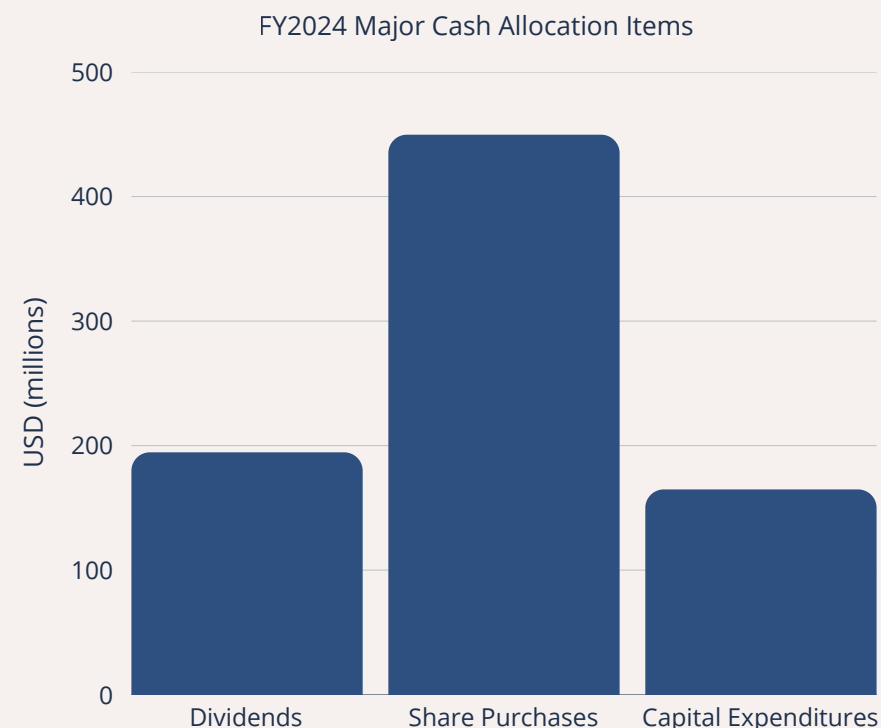
- Continued commitment to consistent shareholder returns
- Signals confidence in recurring cash generation

Share Repurchases — \$450M

- Enhances earnings per share
- Reflects management confidence in long-term valuation

Capital Expenditures — \$165M

- Investments in store modernization and key city ecosystems
- Digital infrastructure and omnichannel capabilities
- Supply chain and distribution optimization



Indicator	FY2024 Value
Total Net Revenues	\$6,631.4m
Gross Margin	66.8%
Operating Margin	11.4%
EBIT (Operating Income)	\$756.4m
Net Income	\$646.3m
Net Cash Provided By Operating Activities	\$1,069.7m
Capital Expenditures	\$164.8m
Year-end Inventories	\$902.2m
Year-end Cash & Cash Equivalents	\$1,662.2m
Year-end Short-term Investments	\$121.1m

Financial Strength

Operating Cash Flow — \$1.07B

- Strong internal liquidity generation
- Supports both reinvestment and capital returns

Cash & Equivalents — \$1.66B

- Provides balance sheet flexibility
- Reduces financial risk during macroeconomic volatility

Strategic Implication

Margin expansion in FY2024 strengthened cash generation capacity, allowing Ralph Lauren to simultaneously:

- Return capital to shareholders
- Reinvest in growth initiatives
- Maintain financial resilience

FINANCIAL PERFORMANCE

Financial Results (FY2024 vs FY2023)

REVENUE GROWTH

- Revenue increased to \$6.63B (+3%)
- Driven by international momentum, particularly Asia
- Reflects steady demand despite macroeconomic volatility

GROSS MARGIN EXPANSION

- Increased to 66.8% (+190 basis points)
- Improvement driven by pricing discipline and channel optimisation

OPERATING MARGIN IMPROVEMENT

- Expanded to 11.4% (+50 basis points)
- Indicates stronger cost control and operational leverage

NET INCOME GROWTH

- Increased to \$646M (from \$523M)
- Reflects higher profitability and lower effective tax rate

Metric	FY2023	FY2024
Revenue (USD Billions)	6.44	6.63
Gross Margin (%)	64.7	66.8
Operating Margin (%)	10.9	11.4
Net Income (USD Millions)	523	646



DESIGN AND STORYTELLING

Intentional Narrative: Products are built on a 60-year aesthetic of "beauty, utility, and timelessness," linking American history with global cultures.

Design with Intent: Evolving the framework to embed inclusivity and circular design (products engineered for generational use).

Cultural Amplification: High-profile events (NYFW, U.S. Open) utilize a "See Now, Buy Now" model to convert storytelling into immediate full-price sales.

Global Production and Co-ordination

Supplier Strategy: Multi-tiered global network managed via strict Operating Standards and 3-stage quality testing.



- Inventory Discipline: Fiscal 2025 closed with \$950M in inventory, reflecting controlled production pacing aligned with real-time demand.
- Sustainable Materiality: 98% of units produced meet at least one sustainable criterion (e.g., recycled cotton or polyester).
- Environmental Monitoring: Tracking water and chemical use via the Worldly Facility Module.

KEY STRATEGIC CAPABILITIES

- Unified Design Vision: Centralized under Ralph Lauren to ensure consistency across all categories (Apparel, Home, Hospitality).
- Circular Innovation: 98% of units now feature sustainable attributes; transition to recycled cashmere/cotton.
- Brand Elevation: Shifted away from discounting; successfully drove high single-digit AUR (Average Unit Retail) growth since 2018.
- Category Expansion: High-growth scaling in Women's, Outerwear, and Handbags (17%–19% growth)
- Inventory Control Growth capped at 5% to align with sales, preventing brand-damaging clearance sales.



INNOVATION INITIATIVES



Intelligent Insulation for
the USA team

Circular Innovation: world's first Cradle
to Cradle Certified® luxury cashmere.



Ask Ralph: AI assistant to enhance
consumer interaction



Partnership to strengthen
american craftsmanship



GLOBAL SUPPLY CHAIN ORCHESTRATION & CONTROL

Global Production Network

350+ Tier 1 Factories

- Extensive supplier base supporting global scale
- Concentrated among qualified long-term partners

Operations Across ~30 Countries

- Geographic diversification reduces single-market exposure
- Enables cost optimisation and regional flexibility

70% Production with Strategic Suppliers

- Strong reliance on vetted, high-performing factories
- Enhances consistency in quality, sustainability, and compliance

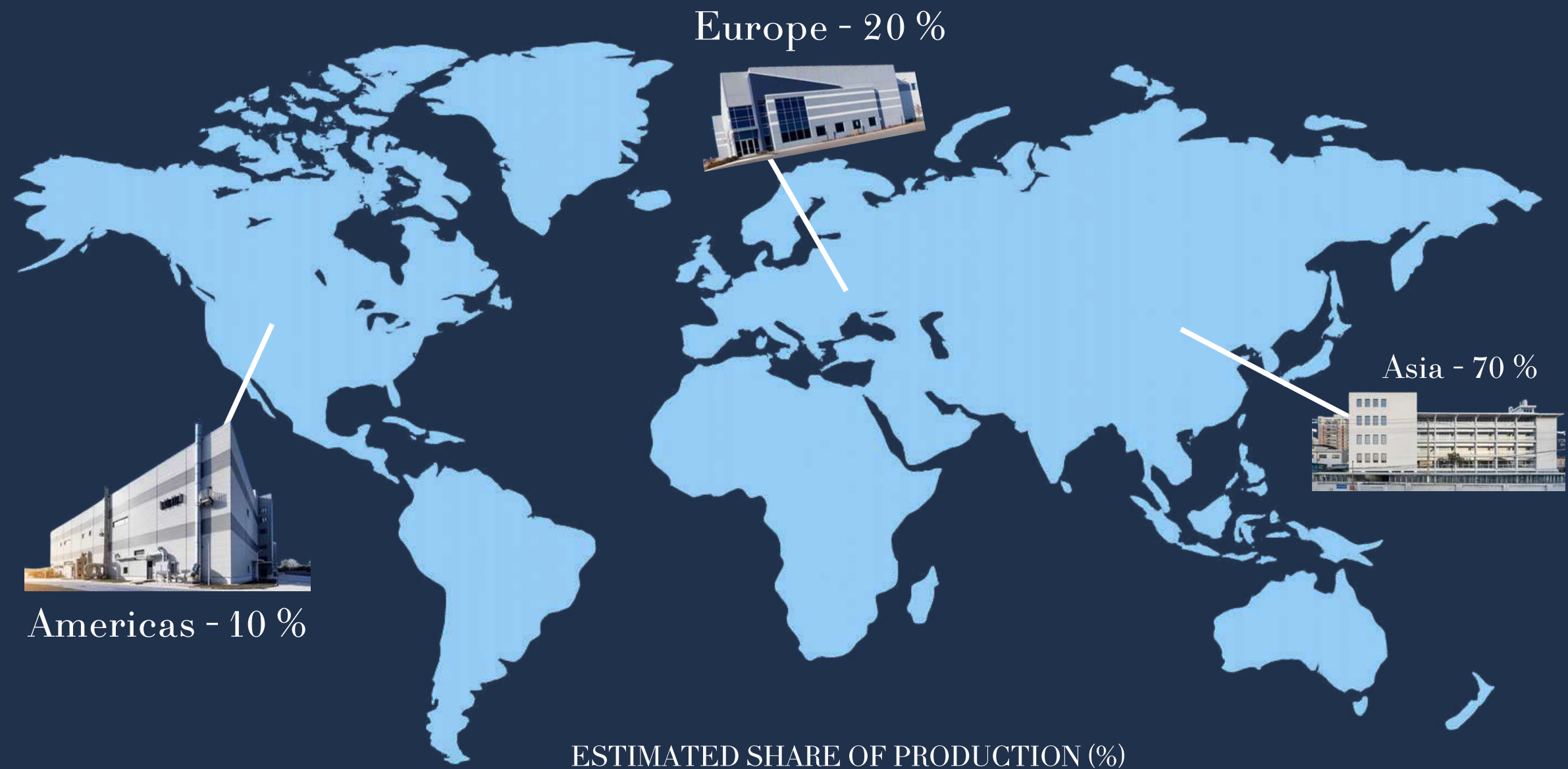
Operational Control & Quality Assurance

3-Stage Quality Testing Protocol

- Fabric testing
- Component verification
- Finished goods inspection
- Independent lab validation ensures luxury-grade standards

Zero-Tolerance Vendor Compliance

- Strict specification enforcement
- Operating Standards & Vendor Compliance Packet
- Protects brand reputation and product integrity



S U P P L Y C H A I N &
M A N U F A C T U R I N G

GLOBAL SUPPLY CHAIN ORCHESTRATION & CONTROL

Inventory & Risk Management

Inventory Discipline

- FY2024 inventory reduced to \$902M
- Production pacing aligned with demand
- Minimises markdown risk and working capital pressure

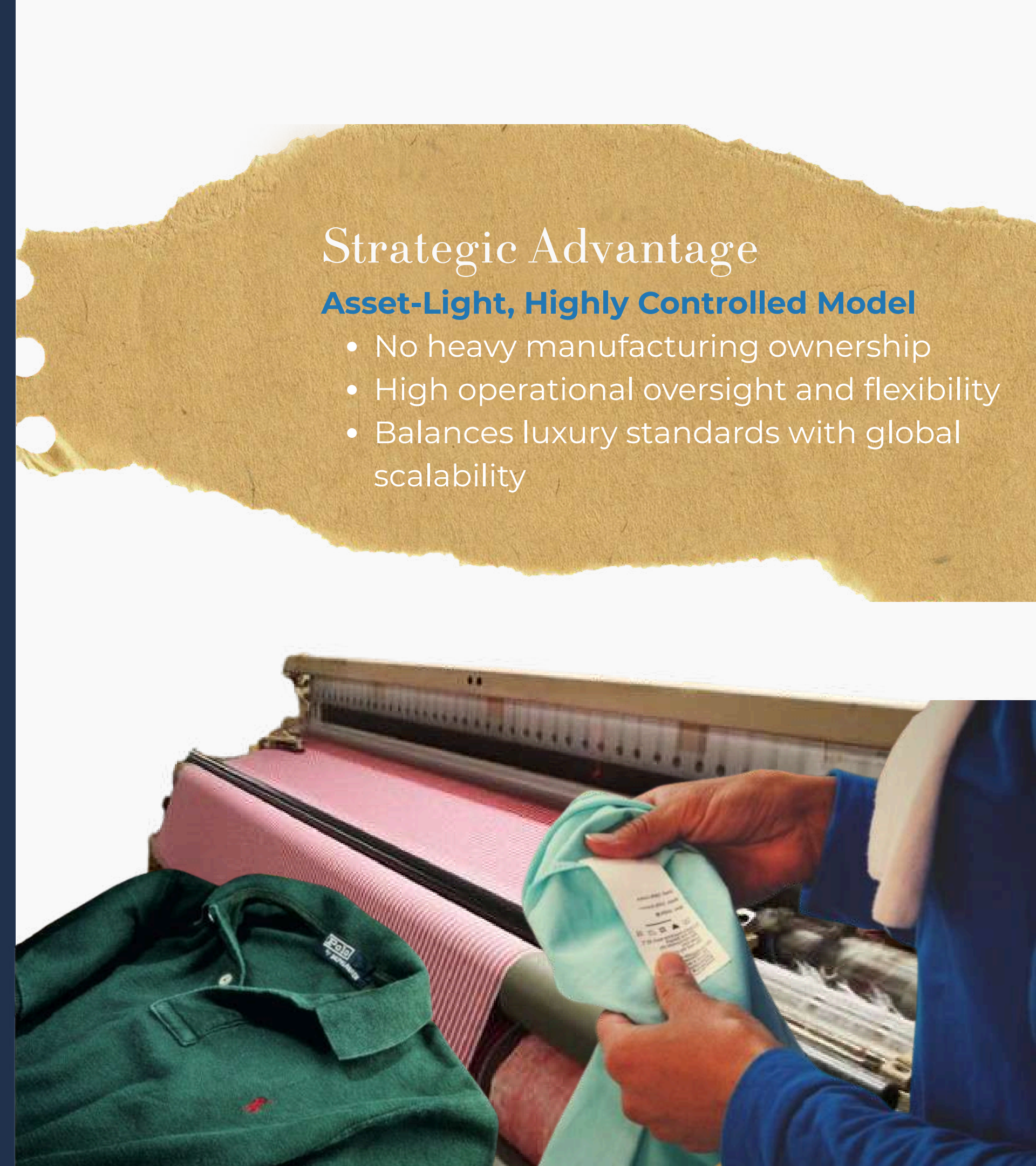
Diversified Sourcing Strategy

- Multi-country supplier base
- Mitigates geopolitical disruption (e.g., trade instability, shipping crises)

Strategic Advantage

Asset-Light, Highly Controlled Model

- No heavy manufacturing ownership
- High operational oversight and flexibility
- Balances luxury standards with global scalability



INTEGRATED SUSTAINABILITY MODEL

Sustainable Product Integration

98% of Units with Sustainable Material Attributes

- Recycled cotton, recycled polyester, responsibly sourced materials

Circular Design Embedded at Product Stage

- “Design with Intent” principles
- Longevity, recyclability, reduced waste

Production Monitoring & Certification

Worldly Facility Environmental Module

- Tracks chemical usage
- Monitors water intensity
- Improves environmental transparency across facilities

Cradle-to-Cradle Certified® Cashmere Initiative

- First luxury C2C-certified cashmere sweater
- 100% recyclable garment system

Governance & Risk Integration

ESG Embedded in Supply Chain Governance

- Vendor Operating Standards
- Sustainability performance evaluation
- Supplier engagement framework

Strategic Role of ESG Integration

Brand Protection

- Preserves luxury positioning in an ESG-sensitive market

Regulatory Compliance

- Aligns with global disclosure & traceability expectations

Long-Term Value Creation

- Reduces operational risk
- Supports margin durability
- Strengthens investor confidence

Standard / Programme	What It Evidences	Ralph Lauren Examples
Cradle to Cradle Certified (C2C)	Product-level certification covering material health, circularity, climate impact, stewardship and social fairness	Cradle to Cradle Certified Gold cashmere sweater; expansion of certified “icon” products; fifth C2C-certified product reported in FY2025 disclosures
Global Recycled Standard (GRS)	Verification of recycled content and responsible production practices	Use of GRS-certified recycled materials in selected product categories, including recycled cotton and polyester initiatives
Responsible Wool Standard (RWS)	Animal welfare, land management and supply chain traceability	RWS-certified wool sweater collections referenced in sustainability reporting
Better Cotton / Preferred Cotton Programmes	Responsible cotton sourcing and improved agricultural practices	Majority of cotton sourced via Better Cotton Initiative or preferred material frameworks (as cited in GCS reporting)
Ellen MacArthur Foundation (EMF)	Circular economy collaboration and knowledge sharing platform	Participation in EMF initiatives; alignment with circularity commitments under “Timeless by Design” strategy



Social Media

Strategy

Combines **classic luxury** with modern digital **trends** to reach younger audiences.

Identity

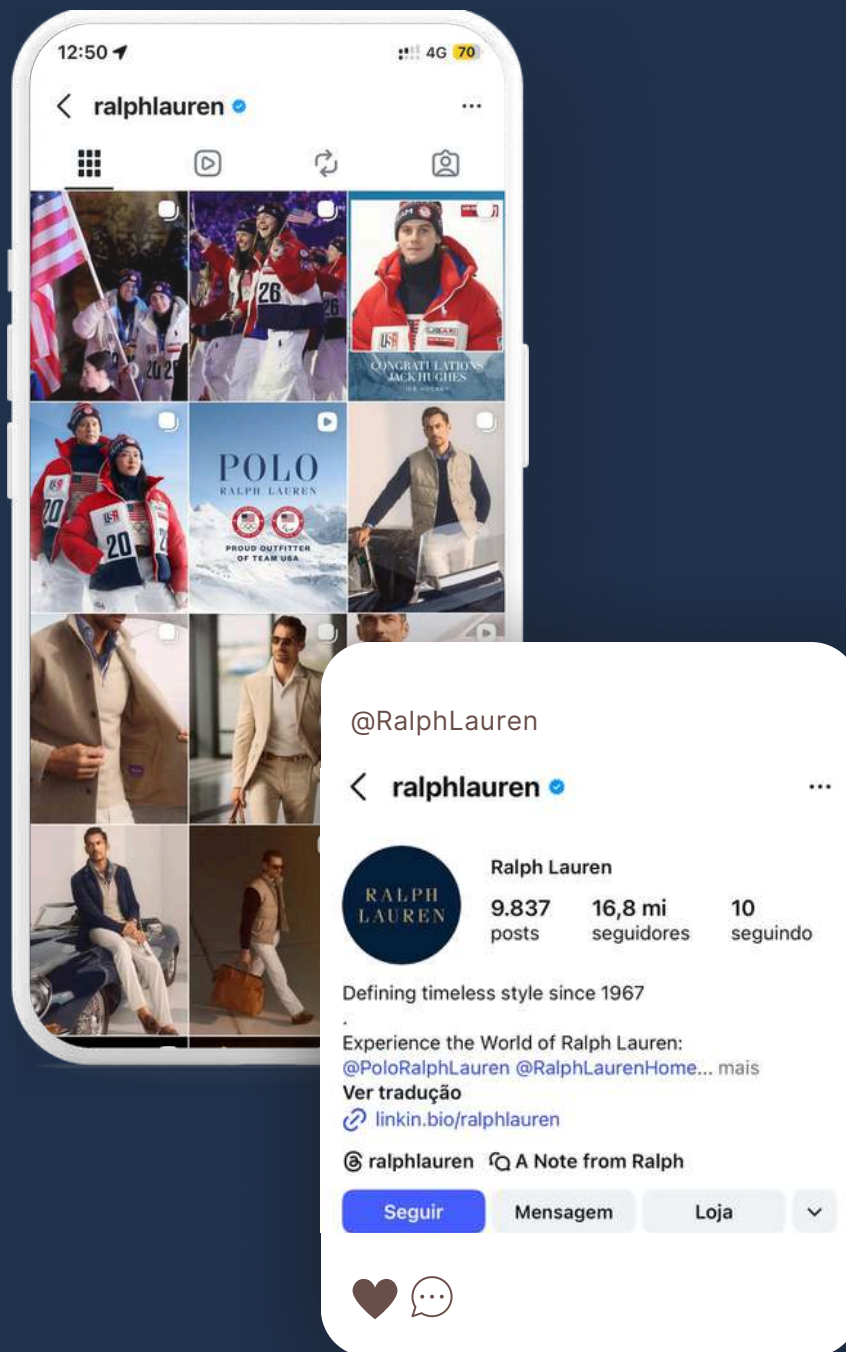
- **Refined**, approachable, inspiring
- iconic **colors** and **preppy visuals**

Audience

Millennials, Gen Z, and lifestyle enthusiasts.

Content

- Focus on **promoting a storytelling** emphasizing "**the dream of a better life**"
- Organic and paid posts help more people see the content and buy products.



Ask Ralph Chatbot

- Launched in **2025** on the Ralph Lauren app in the **US**.
- AI tool that **suggests outfits** like a **personal stylist**.
- Lets users **ask questions** and **shop** instantly.
- Strengthens customer **engagement** online.
- **Blends** classic Ralph Lauren **style with technology**.





Marketing Campaigns

- **Safari Collection (1984)**

Spring campaign featured African safari-inspired, shot in Hawaii.

- **Wear Your Story (2019)**

Capture the feelings and stories created while wearing your favourite denim pieces.

- **Polo Earth (2022)**

Sustainable fragrance with 97% natural ingredients and reusable bottles.

These campaigns showcase **brand evolution** and connect Ralph Lauren with modern **values**.

Collaborations

- **Fashion & sports:** Olympic Team USA uniforms (since 2008)

- **Non-fashion:** Barbie doll collection (1996) and lifestyle experiences like Ralph's Coffee (since 2014) in global cities.

These partnerships **expand brand reach** and **integrate** Ralph Lauren into **everyday lifestyle**.



THANK YOU!

