

IS NOT JUST A  
FASHION BRAND

LXMT 730  
CORPORATE SOCIAL RESPONSIBILITY

**SINCE.**  
**1967**

IT IS A LIFESTYLE  
CELEBRATING AMERICAN  
HERITAGE, REFINED  
ELEGANCE AND PURSUIT  
OF PERSONAL  
DISTINCTION

OUR BRAND ETHOS IS ROOTED IN BELIEF OF  
EMPOWERING INDIVIDUALS TO EMBODY  
TIMELESS ELEGANCE AND EXPRESS THEIR  
AUTHENTIC SELVES

REAL PH

LAUREN

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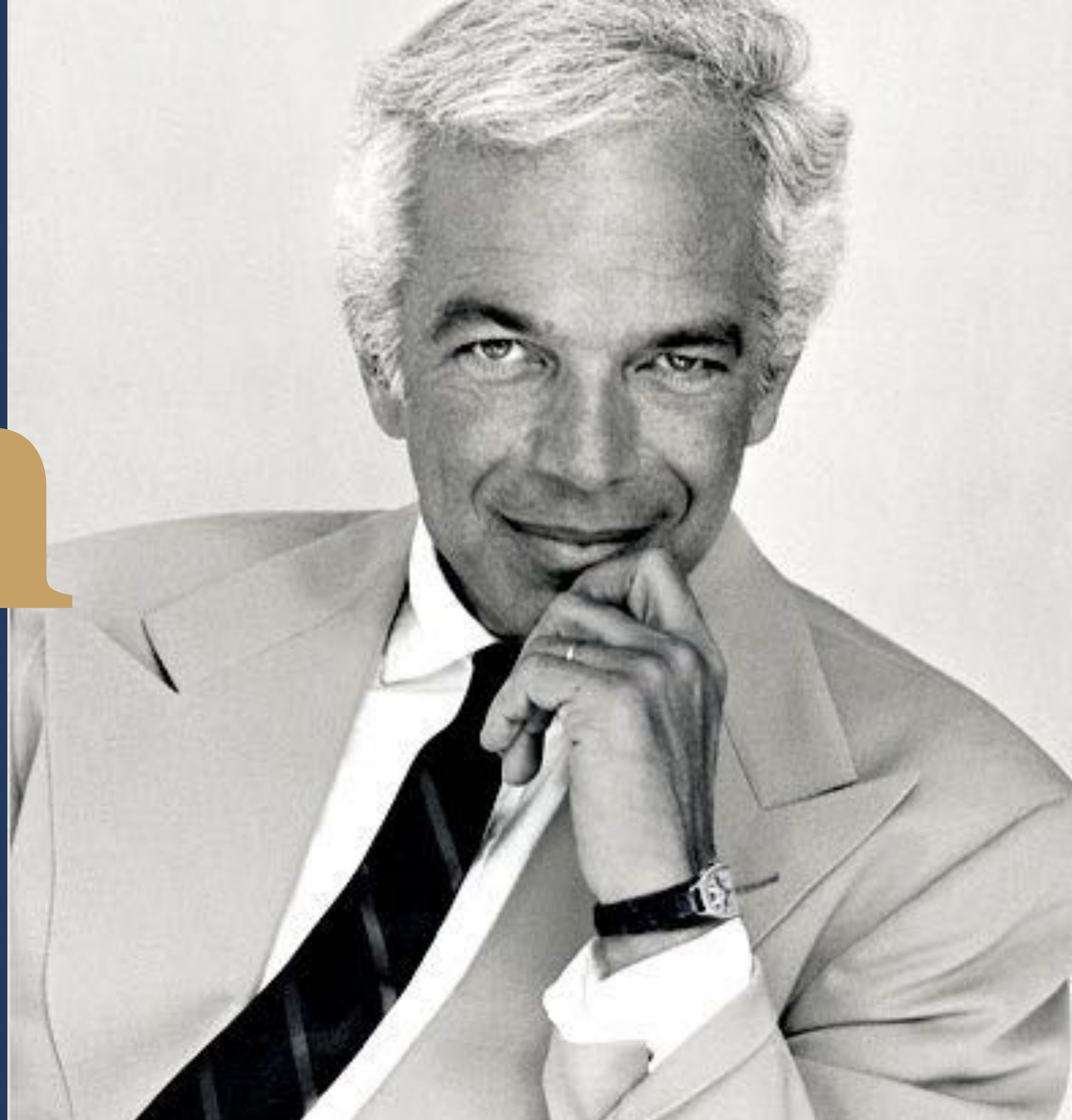
RALPH LAUREN

# Ralph Lauren

**Ralph Lauren** (b. 1939) – Fashion designer and entrepreneur. Founded Ralph Lauren Corporation in 1967.

Known for classic American style, iconic Polo brand, luxury lifestyle vision. From Bronx, NY, started with neckties, expanded globally.

Revolutionized fashion with the concept of selling a complete lifestyle, blending sophistication with casual elegance. Iconic pieces include the Polo shirt and tailored suits.



The background is a collage of three images. The left image shows a formal garden with a large tree, a topiary ball, and a bench. The middle image shows a person standing in a field of tall grass. The right image shows a woman sitting in a rocking chair under a tent.

# BRAND MISSION

“TO INSPIRE THE DREAM OF A BETTER LIFE  
THROUGH AUTHENTICITY AND TIMELESS STYLE”



WE

WILL

BE

A

LEADING

*LUXURY*

LIFESTYLE

COMPANY

Bloomingdale's

Designers vote Lauren  
Coty award winner

York Designer  
Lauren Coty  
74 winner  
American Oscar  
He began his fashion ca  
reer designing men's ties in  
the late 1960's and recentl  
created men's costumes for  
the film "The Great  
Gatsby."  
The Winnie has been pr  
sented for 32 years to Amer  
can fashion designers for si  
gnificant influence on Amer  
can dress.  
Halston, a native of De

bloomingdale's  
the men's store  
BRAND  
VISION

**TARGET AUDIENCE 01**

Ralph Lauren resonates with a modern audience that appreciates luxury while embracing a versatile lifestyle. These individuals seek a balance between classic sophistication and contemporary sensibility



WE CRAFT TIMELESS  
LUXURY FOR YOUR  
EVERYDAY EXPERIENCE

Rooted in heritage, designed for today's individual with an appreciation for elegance and quality



**TARGET AUDIENCE 02**

Ralph Lauren's audience embodies a sense of timeless elegance rooted in a passion for quality, luxury, and heritage. These are individuals who value personal expression through classic American style and sophisticated design.

# AUDIENICE

## Omnichannel Retail Strategy & Digital Flagships

Ralph Lauren is focusing heavily on an **omnichannel strategy**, creating seamless experiences between their physical and digital stores. With the launch of their **digital flagships**, customers can have a personalized shopping experience online, with styling appointments, virtual try-ons, and curbside pickups, blending physical luxury with digital convenience.

## Targeting Gen Z through TikTok & Social Media

They've run viral campaigns like #WinningRL to tap into the preppy aesthetic that Gen Z loves, blending nostalgia with modern social media trends. These campaigns focus on storytelling and authenticity, key drivers for attracting younger audiences.

## Collaborations with Athleisure & Sports Brands

RALPH LAUREN

### Expansion into the Metaverse and NFTs

In the digital space, Ralph Lauren has entered the **Metaverse** through collaborations with platforms like **Zepeto** and **Roblox**. They've also launched NFTs (non-fungible tokens) to connect with younger, digitally-native audiences. Their virtual outfits and accessories are a key strategy to explore new digital frontiers and reinforce the brand's presence in the future of online fashion.

RALPH LAUREN

### Ralph's Club: Experience-Based Marketing

The brand created an immersive, glamorous event that mimics a high-society nightclub and enlisted celebrity ambassadors like Gigi Hadid and Lucky Blue Smith.

## Luxury Home Expansion - Ralph Lauren Home

Ralph Lauren is expanding its **home goods line**, capitalizing on the increasing demand for high-end home decor. The pandemic has sparked a renewed interest in luxury home products, and Ralph Lauren Home offers a range of elegant furniture, textiles, and accessories that reflect the brand's iconic style. The brand's marketing highlights the timelessness and sophistication of their home collections, appealing to affluent customers looking to extend the Ralph Lauren lifestyle into their living spaces.

RALPH LAUREN

### Polo Originals: Leveraging Heritage

Ralph Lauren has been doubling down on its heritage collection, specifically its **Polo Originals** line. By leaning into the brand's 50-year history, they are emphasizing timeless, classic designs like the polo shirt, which has become synonymous with American luxury. Marketing campaigns focus on the evolution of Polo over the decades, celebrating its icon status with storytelling around their archives.

CURRENT MARKETING TRENDS

## Made-to-Order Fashion with Custom Polo

### Sustainability Goals - Global Citizenship & Social Responsibility

Ralph Lauren has set ambitious **sustainability goals** under their "Design the Change" initiative. They aim to achieve a fully **sustainable cotton** supply by 2025, reduce greenhouse gas emissions, and create a circular economy within their production processes. Their marketing often highlights eco-friendly materials, such as their **Earth Polo**, which is made from recycled plastic bottles

RALPH LAUREN

### Inclusive Luxury - Expanding Product Range

They've expanded their product range to be more size-inclusive, and they've also diversified their campaigns to reflect a broader demographic

CURRENT MARKETING TRENDS

CO  
RESI  
TY





# COMMITMENT TO SUSTAINABILITY

Committed to reducing total waste across their operations by 25% by 2025, focusing on cutting down waste in production processes and improving recycling programs.

Focus on renewable energy sources: By 2030, 100% renewable energy target across all global operations.

90% of the company's material usage now focuses on sustainable fibers.

Reduced Scope 1 and 2 greenhouse gas emissions by 30% across global operations, with plans to reach net-zero emissions by 2040.

Committed to eliminating all unnecessary plastic in packaging and ensuring that 100% of packaging materials are made from sustainably sourced or recycled materials by 2025.

90% of key materials, including cotton and polyester, are responsibly sourced, with a goal to reach 100% sustainable sourcing by 2025.

# SOCIAL RESPONSIBILITY



HEALTHCARE  
FOR ALL



CHAMPIONING  
DIVERSITY &  
INCLUSION



INVESTING IN  
LOCAL  
COMMUNITIES

# CSR ACHIEVEMENTS: BY THE NUMBERS

**\$50**  
million

Donation through Pink Pony Fund raised to support cancer research, prevention, and access to quality care worldwide.

**85%**  
cotton

Cotton used in products is sustainably sourced, with a goal of reaching 100% by 2025.

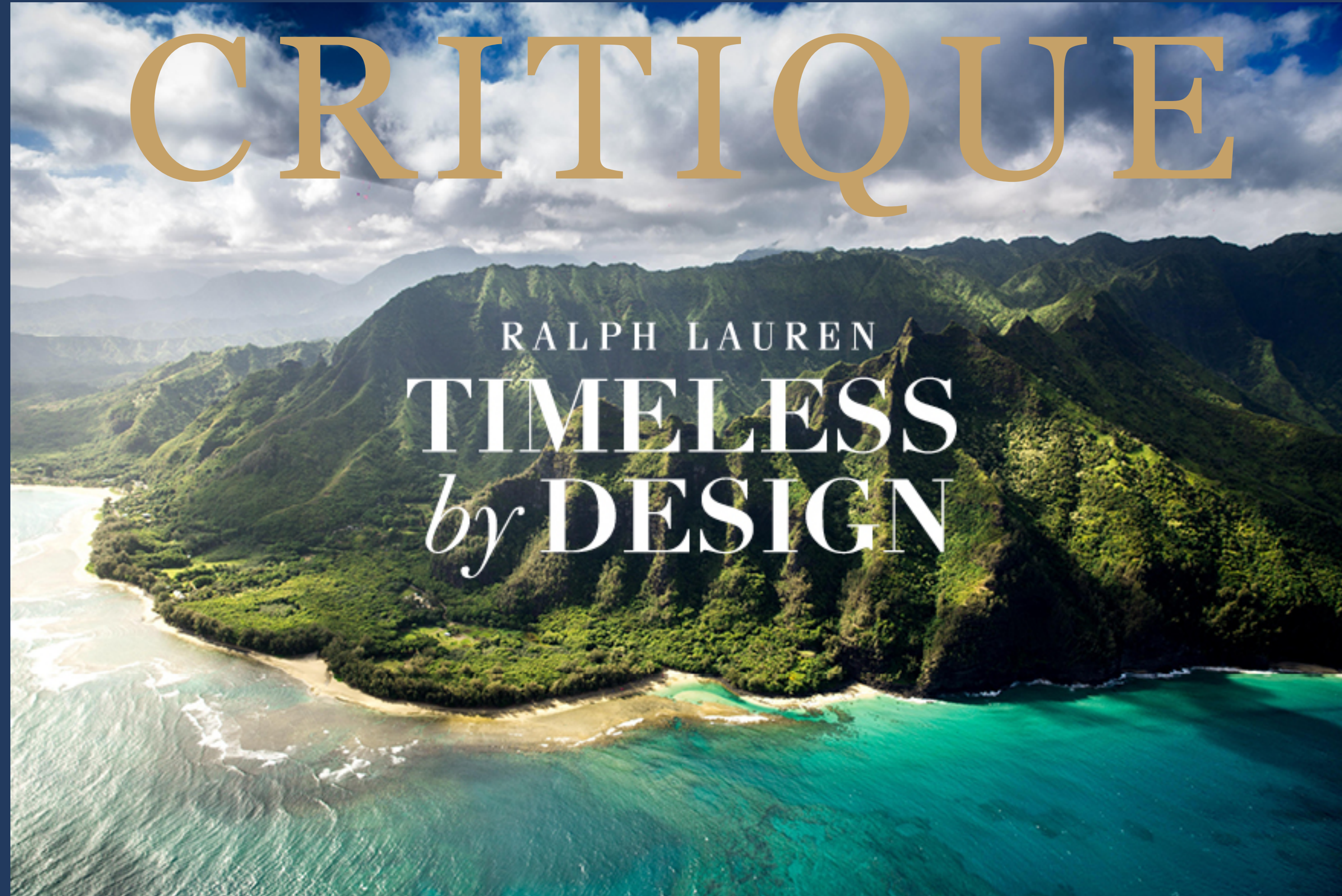
**20%**  
water  
conservation

Implemented sustainable practices that have reduced water usage in denim production

**100%**  
renewable energy

Aims to power 100% of its global operations with renewable energy by 2030, significantly reducing its carbon footprint.

# SELF CRITIQUE



## POSITIVES

Strong Focus  
on  
Sustainability

Community  
Centered  
Initiatives

## NEGATIVES

More Detailed  
Progress  
Updates

Expanding  
Circularity  
Efforts



# QUESTIONS

If Ralph Lauren could collaborate with any cause or nonprofit, what partnership would excite you most?

Imagine you're the CEO of Ralph Lauren for a day—what's the first CSR initiative you'd launch?

Would you be more likely to choose a brand based on its CSR, even if you didn't love the product as much?

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