

RALPH LAUREN

Ralph Lauren Debuts Team USA's Closing Ceremony Parade Uniform and Apparel Collection, Featuring First-To-Market Innovations in Sustainability

April 14, 2021

NEW YORK--(BUSINESS WIRE)--Apr. 14, 2021-- Ralph Lauren today unveiled the Team USA Closing Ceremony Parade Uniforms and apparel collection for the 2020 U.S. Olympic and Paralympic Teams. For these Games, Ralph Lauren worked to use more sustainable materials and manufacturing practices across the Team USA collection. The Company has developed and invested in ground-breaking innovations in sustainable materials and manufacturing technologies that will debut with this collection and will have global, industry-changing implications.

"Following a year marked by isolation and strife, this summer's Games are a true testament to the resiliency of the human spirit and the universal power of sport to energize and unite the world," said David Lauren, Chief Innovation and Branding Officer and Vice Chairman of the Board. "As we come together to celebrate and compete, we must also embrace our responsibility to protect the planet we all call home. As part of this, we are proud to continue to invest in and scale sustainability innovations — dressing our nation's best and brightest athletes in timeless clothing that has been consciously created."

As part of its recently announced Color on Demand platform, Ralph Lauren partnered with Dow to optimize the use of ECOFAST™ Pure Sustainable Textile Treatment, an advanced pre-treatment solution for more sustainable cotton dyeing that significantly reduces the amount of water, chemicals and energy used compared to traditional dye processes and will be utilized within cotton products in the Team USA apparel collection. MIRUM® is a revolutionary leather alternative material made from renewable resources that include plant-based materials and agricultural by-products and is a solution that is free of synthetic plastics. The MIRUM® Olympic Patch was developed in partnership with Natural Fiber Welding, Inc, a leading sustainable material science company that Ralph Lauren recently invested in, that has revolutionized the use and reuse of plant fibers and materials into patented, high-performance materials.

Team USA's Closing Ceremony Uniform is a fresh and sporty all-American look and includes a graphic white drawstring jacket and striped belt made from Repreve® recycled polyester derived from plastic water bottles; a classic white Polo shirt, shoes and mask made from verified U.S. grown cotton; and a slim white denim pant with a MIRUM® back-patch. Each item in the uniform is proudly manufactured in the United States.

The Ralph Lauren 2020 Team USA collection includes bold graphics, stripes, and color-blocking done in a spirited palette of red, white and blue. Selections from the collection will be available for purchase beginning on April 14th on [RalphLauren.com](https://www.RalphLauren.com); and in June in select Ralph Lauren retail stores, select U.S. department stores and online at [TeamUSAShop.com](https://www.TeamUSAShop.com).

Ralph Lauren is proud to be an Official Outfitter of Team USA since 2008. All revenues from the sales of the Ralph Lauren Team USA collection support Team USA, and the brand is proud to do its part to help ensure the success of U.S. Olympic and Paralympic athletes in this year's Games and beyond.

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>.

ABOUT DESIGN THE CHANGE

Design the Change, Ralph Lauren Corporation's strategy, is both a commitment and a journey to create a positive impact in society. It is based on our belief that, together with our industry, we can deliver the change required for a more sustainable and equitable future for all. Design the Change is anchored in commitments that will drive progress across our three focus areas: Creating Timeless Style, Protecting the Environment and Championing Better Lives, and it is underpinned by ambitious goals that guide the Company's work across citizenship and sustainability. Ralph Lauren is a signatory to the We Are Still In declaration and the UN Fashion Industry Charter for Climate Action, pledging to limit our emissions in line with the Paris Agreement goals. The Company is also a member of the G7 Fashion Pact, a group of fashion leaders working to stop global warming, restore biodiversity and protect the oceans. For more information, visit our [Company website](https://www.RalphLauren.com/design-the-change).

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