

# RALPH LAUREN

## Ralph Lauren Announces the Next Phase of Its Global Citizenship & Sustainability Strategy: Timeless by Design 2030

March 24, 2026

NEW YORK--(BUSINESS WIRE)--Mar. 24, 2026-- Ralph Lauren Corporation (NYSE: RL) today announced the next phase of its Global Citizenship & Sustainability (GC&S) strategy, [Timeless by Design 2030](#). The strategy builds on the Company's meaningful [progress](#) over the past several years to enhance the resilience of the teams, communities, partners and natural resources essential to its business.

Guided by the Company's Purpose – *to inspire the dream of a better life through authenticity and timeless style* – Timeless by Design 2030 is a focused, intentional approach to driving positive impact across Ralph Lauren's value chain. Since releasing its first GC&S strategy, the Company has made significant advancements and evolved practices throughout its operations to maintain and further advance its progress. This includes reducing GHG emissions; decreasing total water use; meeting at least one sustainable material criteria in 99% of units produced; and expanding its reach and impact in the fight against cancer. Timeless by Design 2030 is focused on building on these efforts.

"By investing in the resilience of the people who shape our business, the communities we serve and the resources that make our products possible, we are reinforcing the long-term strength and durability of Ralph Lauren," said Katie Ioanilli, Chief Global Impact & Communications Officer, Ralph Lauren Corporation. "Aligned to Ralph's timeless vision that inspires everything we do, this work is enduring and foundational to operating a business that stands the test of time."

Timeless by Design 2030 is built around four pillars, each with clear, measurable goals. In addition to initiatives that advance the Company's longstanding commitments, each pillar is anchored by a flagship program reflecting where Ralph Lauren can make a unique and positive impact.

The Timeless by Design 2030 pillars and flagship programs are:

- **Partner for Impact:** This pillar outlines the key partnerships that will help the Company reduce carbon emissions and water use, expand empowerment and life skills programs for workers throughout its supply chain and strengthen strategic supplier relationships. [Design with Intent](#), the Company's industry-leading work to integrate culturally sustainable design into its product and storytelling, serves as the flagship program.
- **Protect Natural Resources:** This pillar focuses on initiatives that address climate- and nature-related impacts, including creating products aligned to the Company's circular principles, enabling circular experiences for consumers and investing in innovative materials. As cotton is Ralph Lauren's chief material, **Cotton Stewardship** is the flagship program, accelerating the shift toward regenerative and recycled cotton.
- **Engage & Enable Teams:** This pillar centers on the programs that support Ralph Lauren employees' growth and development and foster a culture of belonging that attracts and retains the industry's best talent. The flagship program, **Only at RL**, encompasses the unique experience of working at Ralph Lauren and how employees build careers in an environment where everyone feels valued.
- **Care for Communities:** This pillar advances the Company's longstanding efforts to give back to the communities it serves, including employee volunteering, philanthropic giving and strategic partnerships. [Pink Pony](#), Ralph Lauren's global initiative in the fight against cancer, is the flagship program.

Timeless by Design 2030 outlines Ralph Lauren's priorities for the next five years and enables its [Next Great Chapter: Drive](#) strategy. The Company will measure and report progress annually, aligned to the Company's fiscal year. The full strategy and its goals are available on the Company's [website](#).

### ABOUT RALPH LAUREN CORPORATION

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of luxury lifestyle products in five categories: apparel, footwear & accessories, home, fragrances and hospitality. For nearly 60 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 developed across a wide range of products, brands, distribution channels 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, visit <https://corporate.ralphlauren.com>.

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