

Embracing Our Best Future: The Enduring Inspiration of Ralph Lauren

What I do is about living the best life you can and enjoying the fullness of the life around you. From what you wear to the way you live to the way you love.

— *Ralph Lauren*

Since its founding in 1967, every member of the Ralph Lauren family, from the boardroom to the retail floor, has embodied the spirit of Mr. Ralph Lauren—our founder, whom we will forever respect, thank, and aspire to carry forward his lifelong work. Our mission has always been to “inspire the dream of a better life through authenticity and timeless style.” We believe that true luxury is defined by quality, longevity, and a meaningful impact—not only for our customers but for the world at large.

Here at Ralph Lauren, we place immense value on our people and empower each individual to forge their own path. We believe in belonging, inspiring one another, recognizing achievements, and growing together. This commitment is why many of our employees, who initially joined to seek opportunities, ultimately become “long-time family members”. Through the #lifeatRL initiative, we encourage every member of Ralph Lauren to share their unique journeys here with the brand. This initiative is centered on nurturing meaningful careers, offering personalized growth paths that are tailored to each individual's talents, skills, and aspirations, all while staying true to our enduring heritage.

In addition to these commitments, the Ralph Lauren Corporate Foundation, established in 2001, champions initiatives aimed at improving the quality of life for vulnerable communities across the globe. The foundation focuses on key areas such as cancer care and prevention, environmental protection, healthcare advocacy, and community resilience. Through strategic partnerships with nonprofits, grant funding, and volunteer programs, we work relentlessly to drive meaningful change. We are dedicated to making a tangible impact and fulfilling our responsibility to create a better, more sustainable world for all.

As we look toward the future, we remain deeply rooted in our core values, committed to sustainability, community empowerment, and responsibility in every aspect of our work. Our dedication to environmental stewardship is evident in our use of durable materials and timeless designs that not only reduce consumption but ensure our products endure, passing our brand's spirit through generations. In alignment with our principles, we have successfully achieved a 94% waste

diversion rate, reduced greenhouse gas emissions by 33%, and lowered total water use by 26% in our production processes. In 2024, our first-ever 100% GRS-certified Recycled Cotton Polo was also featured at the Paris Olympics. As the saying goes, 'A journey of a thousand miles begins with a single step.' We are committed to making small but meaningful strides to inspire and provide a better life—for both people and the planet.

The journey that all members here walk together has always been guided by the belief that luxury means more than just fine products—it means making an enduring and positive impact on the world. As we move forward, we will continue to honor the legacy of our founder while pushing the boundaries of what it means to be a responsible, innovative brand.

Patrice Louvet

President & Chief Executive Officer, Ralph Lauren Corporation

Member, Ralph Lauren Board of Directors

Reference

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