

Ralph Lauren expands Earth Polo offering



Pic: Ralph Lauren

Ralph Lauren, a fashion company, has announced that in the difficult times of Covid-19, it makes company's commitment to protect the environment more apparent by using 170 million plastic bottles in its product and packaging by 2025. This Spring, the brand is expanding its Earth Polo shirt offering with a larger capsule consisting of new colours and designs.

The company reported that The Earth Polo, designed with Mother Nature in mind, is crafted from thread derived entirely from recycled plastic bottles and dyed in an innovative process that uses zero water. Each Earth Polo is made from an average of 12 plastic bottles.

“Changing the way we innovate, design and produce our products is the first of many steps we are taking as a company to be more sustainable. For us, it all started with the Earth Polo,” David Lauren, chief innovation officer at Ralph Lauren, said in a press release. “Ralph Lauren will commit to removing at least 170 million bottles from landfills and oceans, and will convert the use of all virgin poly-fibre to recycled poly-fibre by 2025. Plastic waste is a major issue threatening the environment—we want to be part of the solution and utilise an innovative approach to create something valuable.”

The company further reported that The Earth Polo will now be offered in 19 colourways for men including long sleeve silhouettes, 7 colours for women, and 9 colours for kids, along with printed design options. The shirt is produced in partnership with First Mile, an organisation with a global mission focused on sustainability and positive social impact. First Mile works with entrepreneurs in low income communities to collect recyclable plastic bottles, which are then processed through a unique and eco-friendly manufacturing program and turned into high-quality yarn and ultimately fabric.

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“When Ralph founded our company more than 50 years ago, he did so with the idea that whatever we create is meant to be worn, loved, and passed on for generations. It’s with this spirit of timelessness that we approach sustainability,” Halide Alagoz, executive vice president, chief supply chain and sustainability officer at Ralph Lauren, said.

In June 2019, the company published its full global citizenship and sustainability report, including its comprehensive strategy and goals. It pledged that by 2023, the brand will achieve zero waste to landfill across its distribution centres. It also stated that by 2025, it will achieve at least a 20 per cent reduction in total water use across its operations and value chain, and 100 per cent of its key production and packaging materials will be sustainably sourced.

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