

GreenVogue Advisors

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Sarah Bodewes	2024	MS, International Business
Paige Garczynski	2024	BA, Economics
Bradley Whittaker	2025	MBA, Finance
Letiyo Mawadri	2025	MBA, Business Analytics
Lara Zeitoun	2025	MBA

Advisor(s): Dr. Anna Helm, Alexis Gaul, Dr. Laura D’Antonio

Topic Title: Ralph Lauren: Using Technology to Revolutionize Supply Chain Transparency & Sustainability

Audience: Ralph Lauren Board of Directors

Sustainable Development Goals

SDG #9: Resilient infrastructure, promote inclusive & sustainable industrialization & foster innovation.

SDG #12: Ensure sustainable consumption & production patterns.

Executive Summary

The global textile and apparel industry is expected to see a compound annual growth rate of 22.9% from 2022 to 2030. However, in Europe, the sector faces increasing regulations that mandate how fashion brands do business, potentially jeopardizing that growth. Ralph Lauren is expected to see approximately 35% increase in revenue between 2022 and 2028 in Europe but as a historically American brand, Ralph Lauren faces unique challenges maintaining that growth. To remain competitive in this market, they must take steps to align with The European Commission’s Corporate Sustainability Reporting Directive (CSRD), predicted to take effect in 2024. This directive has mandated Non-Financial Disclosure (NFD) on environmental and social practices for corporations across all industries, including textile and apparel.

Ralph Lauren has taken steps toward sustainability, including their pledges to “Create with Intent” by implementing responsible sourcing and design, “Protect the Environment” by eliminating the use of hazardous materials in their supply chain, and “Champion Better Lives” through a human-centric approach focusing on diversity, equity & inclusion. However, Ralph Lauren’s ratings on *Good On You* and *The Fashion Transparency Index* (organizations that rate fashion brands on their sustainability practices) are less than satisfactory and indicate a need for improvement. This suggests a gap between Ralph Lauren’s intended and current sustainability practices. To address these gaps, Ralph Lauren should further integrate AI forecasting technology, adopt traceable Digital Product IDs, and apply sustainable marketing strategies to reduce waste in production and communicate its authentic sustainability journey with the consumer. With these advancements, Ralph Lauren can revolutionize transparency in the textile and apparel industry, all while maintaining profitability in a market that increasingly expects social responsibility & sustainability. This evolving landscape allows Ralph Lauren to capitalize on a market of value-based consumers who align their purchasing behaviors with sustainable business practices and a political climate that requires sufficient Corporate Social Responsibility (CSR) & Environmental and Social Governance (ESG) reporting.