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HUGO BOSS INVESTS IN STRATEGIC PARTNERSHIP WITH SUSTAINABLE VENTURE CAPITAL FUND COLLATERAL GOOD

HUGO BOSS further strengthens its commitment to a more sustainable future by becoming the first company to invest in Collateral Good Ventures Fashion I, a climate-first venture capital fund designed to accelerate sustainability in the fashion industry.

The Fund will use this contribution over a period of five years to subsidize several portfolio companies that are in the startup, early growth and potential stages and are developing innovative solutions and technologies in the sustainability field. This includes various areas along the entire value and supply chain, such as upcycling of raw materials, preventing microfibre releases as well as repair and care solutions.

"Our CLAIM 5 strategy defines our growth trajectory, but at the same time, it is guided by our commitment to be sustainable throughout", says Daniel Grieder, Chief Executive Officer of HUGO BOSS. "The partnership with Collateral Good perfectly complements our sustainability strategy "For a bold and better future", which strives for a planet free of waste and pollution. Through this new form of investment, we will look for new solutions to target areas such as increasing circularity, using only nature-positive materials, eliminating microplastic pollution, and achieving zero emissions."

The Luxembourg-based venture capital fund is classified as a "Dark Green Fund" under the EU Sustainable Finance Disclosure Regulation (SFDR Art. 9), and thus pursues a clear sustainable investment objective. With a total target volume of EUR 100 million, of which approximately 10% will see investments by HUGO BOSS, it has already attracted interest from notable family offices, asset managers and institutional investors.

The fund will operate under the name "Collateral Good Ventures Fashion I SCSp RAIF".

Press Release

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