

HUGO BOSS

CIRCULAR

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CIRCULAR**

WHAT IS CIRCULARITY TO US?

Only a small percentage of worldwide textile waste is being recycled and turned into new clothing, which leads to a significant loss of valuable resources.

Our ambition is to make 8 out of 10 HUGO BOSS products part of the circular economy by 2030.

To make a meaningful shift from a linear to a circular economy at HUGO BOSS, we will...

...make our consumer part of the journey by introducing circular business models like repair and resale services, giving our products a longer and second life.

...introduce CIRCULAR products into our collections. Our CIRCULAR products are designed and produced according to our circular economy principles.

...continuously work towards solutions where we can regain resources from our products and build a closed-loop textile system.

CIRCULAR

OUR CIRCULAR PRODUCTS

To ensure a company standard for circular products, we released our first CIRCULAR Product Policy. For our CIRCULAR Product Policy we aligned closely with circular.fashion's Circular Design Criteria which is an evolving body of work, based on consolidated recycling requirements and aligned to frameworks such as those from the Ellen MacArthur Foundation, as well as ISO standards. Also, we continuously train our designers and product experts in circular design thinking.

All our CIRCULAR styles fulfill three main circularity criteria:

MADE WITH RENEWABLE OR RECYCLED RAW MATERIALS

MADE TO BE MADE AGAIN - Design for Cyclability

The product with all its components is fully recyclable.

MADE TO LAST LONGER – Design for Longevity

The product has at least one design criteria that makes it more durable, versatile, or trans-seasonal for use across many different occasions

MADE FROM RENEWABLE OR RECYCLED MATERIALS

All our CIRCULAR products are made from renewable or recycled materials. To us, renewable and recycled means...

Renewable

Materials, usually plant or animal based, that can be continuously regrown.

Recycled

Materials that have been recovered from either a pre- or post-consumer waste stream.

We are continuously working on increasing our share of recycled post-consumer textile waste in our collections.

Furthermore, we believe that PET bottles serve a better circularity-purpose within the beverage industry where they can be recycled several times.

That's why we are actively looking for solutions to avoid any recycled PET bottles in our CIRCULAR products.

**MADE
TO BE
MADE
AGAIN**

DESIGN FOR CYCLABILITY

By making our products fully recyclable, we can regain valuable materials. A CIRCULAR product with all its components is either designed as monocyclus or designed for disassembly.

Monocycle design

The products can be recycled as one piece.

Designed for disassembly

The products can be easily taken apart and its individual parts can be recycled.

When the infrastructure for recycling is not applicable, for example with leather products, we make our CIRCULAR products biodegradable.



**MADE
TO
LAST
LONGER**

DESIGN FOR LONGEVITY

Our CIRCULAR products have at least one design criteria that make them more durable and can therefore be worn more often.

As a premium brand, longevity is one of our main pillars for a CIRCULAR product. Our CIRCULAR products contribute to a longer product lifespan by being even more durable and easy to repair, which is actively communicated to the end customer.

Our designers and product experts continuously look for innovative and creative ways to make our products last longer by designing versatile, modular, trans-seasonal, and timeless pieces.

Our CIRCULAR Product Policy has been created in cooperation with circular.fashion and based on their Circular Design Criteria.  circular.fashion

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