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## BOSS, JIAREN CHEMICAL RECYCLING, AND NBC LLC INTRODUCE NOVAPOLY™ YARN ON THE COURTS IN MELBOURNE

This month, at the year's first major international tennis tournament, BOSS is proud to debut NovaPoly™ yarn: a recycled alternative to virgin polyester with the potential to inspire industry progress in textile innovation and advanced performance, developed in collaboration with Jiaren Chemical Recycling and NBC LLC. More than just a yarn, NovaPoly™ is an example of BOSS's commitment to shaping the future of fashion. The innovative yarn features a special additive that speeds up degradability in comparison to conventional polyester fibers, making it biodegradable\* in an anaerobic active microbial environment.

To highlight NovaPoly™ yarn's performance capabilities, BOSS will showcase the yarn in its tennis styles during play in Melbourne, Australia this month. BOSS ambassadors, Taylor Fritz and Matteo Berrettini, will wear key NovaPoly™ yarn pieces on the court, including jerseys, shorts, and caps. This marks an important moment in BOSS's journey as it reinforces its position as a forward-thinking brand, complementing the company's ongoing efforts to develop alternatives to conventional polyester and polyamide fibers and aligning with its commitment to driving progress through innovation and advanced materials.

Crafted from recycled textile waste sourced from both pre- and post-consumer phases and modified with an additive, NovaPoly™ yarn represents a step forward in fashion technology applications. As the second textile launched under BOSS's THE CHANGE initiative – a platform dedicated to exploring futuristic technologies and crafting designs with purpose – NovaPoly™ yarn contributes towards HUGO BOSS's strategic sustainability key pillars, such as fighting microplastics.

BOSS will highlight the craftsmanship and forward-thinking approach of NovaPoly™ yarn through authentic storytelling, athlete endorsements, and dynamic visuals in the collection's

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\* ASTM D5511 / ASTM D6691 / ASTM D5210

campaign. The story of the yarn's journey from recycled textile waste, through to its transformation into high-performance sportswear, emphasizes the BOSS values of innovation, quality, and technological advancement.

BOSS designs featuring NovaPoly™ yarn will be available online, in BOSS stores, and through select wholesale retail partners globally from January 2026.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2026/NovaPoly-yarn.html>

About BOSS and HUGO BOSS:

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kidswear complete the brand. The world of BOSS can be experienced in around 500 own stores worldwide. BOSS is the core brand of HUGO BOSS, one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 129 countries at more than 8,000 points of sale and online in 74 countries via hugoboss.com. With more than 18,500 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.3 billion in the fiscal year 2024.

About Jiaren: Global Pioneer in Polyester Chemical Recycling:

Jiaren, a subsidiary of Zhong Jian Xin Group, is a trusted partner for forward-thinking industrial players prioritizing sustainability. Specializing in chemical polyester recycling solutions, it transforms textile waste into high-quality, resource-efficient materials via an end-to-end "collection-recycling-application" closed-loop system—empowering partners to align environmental commitments with commercial success.

Founded in 2012 with an initial technical partnership with Teijin, Jiaren pioneered 10,000-ton scale production in textile chemical recycling through independent R&D, establishing itself as a global industry benchmark. Operating two state-of-the-art bases (located in Shaoxin City, China), it boasts a total annual capacity of 180,000 tons post-full operation, recycling over 200,000 tons of textile waste yearly to reduce reliance on virgin petrochemicals. Backed by proprietary "depolymerization-monomer-polymerization" technology, transparent processes, and strategic collaborations with industry leaders like Indorama, Jiaren drives scalable sustainable transformation for the global textile industry.

About NBC LLC:

Founded in 2018 and headquartered in Dubai, NBC is a fast-growing pioneer in sustainable materials for packaging and textiles. The company began by tackling plastic waste in packaging and has since expanded into textiles, partnering with global companies like HUGO BOSS.

NBC supplies proprietary biodegradable additives offering cost-effective alternatives to traditional plastics, breaking down safely without compromising strength or recyclability. Easy to integrate across processes such as injection moulding, thermoforming, and textile production, these solutions help industries reduce plastic pollution and microfibers while advancing circularity.

Guided by the principles of Reduce, Reuse, and Recycle, NBC advocates for systemic change. With ongoing R&D and a growing portfolio, NBC remains committed to making sustainability accessible and practical worldwide.

If you have any questions, please contact [press\(at\)hugoboss.com](mailto:press(at)hugoboss.com).

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