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EIGHTYARDS DRIVES THE EXPANSION OF STRATEGIC PARTNERSHIPS

Eightyards, a subsidiary of the HUGO BOSS Group, has implemented around 30 partner projects since its launch last year. These focus on the resale, reuse, and upcycling of surplus materials. Eightyards' partners to date include companies from the telecommunications, food and events industries, the education sector, retail, as well as interior design. Alongside a collaboration with the Cologne-based fine-dining restaurant Ox & Klee, which was announced in February, Eightyards has expanded its network through the development of "Heritage Racer" jackets for Werk96, an automotive service and parts provider specializing in the restoration of Porsche 996 models.

"From the outset, we have united strong partners around a common goal: to rethink the use of materials and give them a second life," says Marketa Miltenberger, Director of Eightyards. "As an interface between material availability and concrete use cases, our venture connects different partners and disciplines. In doing so, we demonstrate that surplus materials can be a starting point for sustainable value creation beyond the fashion industry. Going forward, Eightyards is broadening its sourcing portfolio: In addition to surplus materials from HUGO BOSS, we are also incorporating surplus materials from other fashion brands."

Together with the German recycling specialist Enneatech, Eightyards processed existing polyamide inventories into a regranulate last year, which can be used in a wide range of sectors – from textiles and furniture to mechanical engineering. Initiatives like this enable Eightyards to systematically drive forward innovative recycling solutions.

In addition to that, Eightyards co-created a jacket with RU Enterprises, a student start-up from Reutlingen University, at the beginning of this year. The students accompanied the project from the initial idea through to the finished product, gaining hands-on experience in circular design, product development, and entrepreneurship. The jackets are available in the student shop on the Reutlingen University campus as well as in the online shop.

Together with textile innovator Kvadrat Really, Eightyards has also developed circular desk tops for workstations in a new office building at the HUGO BOSS corporate headquarters in

Metzingen. The tabletops follow a circular design principle. Surplus materials are thus fed back into the production cycle.

By continuously expanding its network of companies, creatives, and educational partners, and by implementing a wide range of projects, Eightyards demonstrates how surplus materials can be transformed into marketable products and applications. The venture will continue along this path and, together with additional partners, develop new scalable circular solutions.

More information can be found at <https://www.eightyards.de>

If you have any questions, please contact:

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About Eightyards:

Eightyards GmbH, a wholly owned subsidiary of HUGO BOSS AG, officially started its business operations in January 2025. Based in Metzingen, the company links existing needs with available surplus materials, thereby helping to ensure that unused fabrics are put to meaningful further use – for example by transforming them into new products. The aim over the coming years is to establish itself as a central hub for the reuse and further utilization of surplus materials across multiple industries.