

SUSTAINABILITY

FOR A BOLD &
BETTER FUTURE

FUTURE
FUTURE
FUTURE





FUTURE

WE LOVE FASHION, WE CHANGE FASHION.

At HUGO BOSS, we are committed to protecting our planet and ensuring a liveable future for the generations to come.

Overconsumption, water scarcity and CO₂ emissions are currently driving our industry. We want to make a difference: for us, sustainability means caring for a planet free of waste and pollution.

Our commitment to the planet is reflected in our five strategic key pillars of the sustainability strategy. The strategy is built on a strong environmental, social and governance basis.

FUTURE
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THIS IS WHY WE BELIEVE IN A FASHION INDUSTRY...

...WHERE RESOURCES ARE NOT WASTED

We aim to provide circular products that are made with renewable/recycled materials, are recyclable, and are designed for longevity to keep resources in a cycle for as long as possible.

...WHERE DIGITIZATION HELPS REDUCE RESOURCE CONSUMPTION

We use digital product development and will make use of smart data to avoid waste and reduce emissions.

...WHERE WE WORK IN HARMONY WITH NATURE

With materials from regenerative agriculture, we help increase biodiversity, improve soil health, reduce chemical use, and safeguarding water quality.

...WHERE NO MICROPLASTICS ARE SHED

In order to phase out polyester and polyamide from our products, we are looking for innovative alternatives such as the HeiQ AeonIQ™ yarn.

...WHERE CO₂ EMISSIONS ARE REDUCED

We are working with our partners along the entire value chain to reduce our CO₂ emissions and, ultimately, to achieve net-zero emissions together.

OUR STRATEGY IS ANCHORED IN THESE CORE PRINCIPLES

OUR 5 KEY STRATEGIC SUSTAINABILITY PILLARS



1
INCREASE
CIRCULARITY

2
DRIVE DIGITIZATION &
DATA ANALYTICS

3
LEVERAGE NATURE
POSITIVE MATERIALS

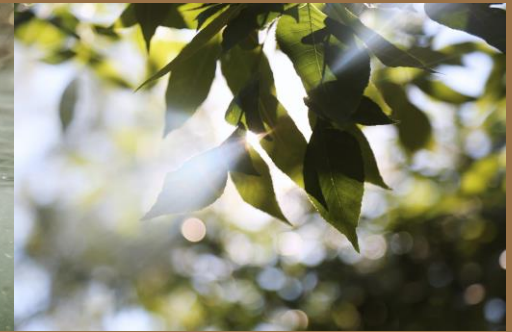
4
FIGHT
MICROPLASTICS

5
PUSH ZERO
EMISSIONS

A STRONG ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) CORE

THERE IS A DEDICATED GOAL BEHIND EACH STRATEGIC PILLAR

OUR 5 STRATEGIC SUSTAINABILITY PILLARS



80%

CIRCULAR products
by 2030*

*apparel

>90%

products
will be developed
digitally
by 2025

100%

natural materials
according to
regenerative
principles or closed-
loop recycling
by 2030

0%

polyester &
polyamide
by 2030*

*in fabrics, linings and
padding,
assumption is availability of
more sustainable alternatives

-50%

CO₂
emissions
by 2030 compared to 2019



OUR 5 STRATEGIC PILLARS ARE BACKED BY A STRONG ESG-CORE



HUMAN RIGHTS & SOCIAL COMPLIANCE

- The upholding of human rights for our employees and suppliers is given top priority
- We are committed to protecting labor standards and promoting healthy workplaces
- We set binding frameworks, based on international standards

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EMPLOYEE DEVELOPMENT

- We offer our employees excellent development programs
- We help employees achieve a good work-life balance

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ANIMAL WELFARE

- HUGO BOSS adheres to recognized animal welfare standards
- We do not use: fur and angora wool
- We only use: leather as a by-product of the food industry, down without live plucking and forced feeding

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ENVIRONMENTAL COMPLIANCE

- We have comprehensive standards for our own buildings and in the supply chain, covering water, waste, and chemicals
- In addition to our strategic approach to climate protection, they are part of our general understanding of environmental protection and a prerequisite for environmental compliance

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PACKAGING STANDARDS

- We use sustainably designed packaging made of certified and/or recycled material
- HUGO BOSS supports ending deforestation esp. in the choice of our packaging materials

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QUESTIONS & FEEDBACK

We always welcome feedback and questions, because only together can we change fashion.

You can contact us via:
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