

**HUGO BOSS**

**CIRCULAR**

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AT HUGO BOSS WE CONTINUOUSLY LOOK FOR NEW AND INNOVATIVE WAYS TO IMPROVE OUR PRODUCTS. ONE PART OF OUR INITIATIVE ARE OUR **CIRCULAR PRODUCTS.**

 **BY 2030 80% OF OUR PRODUCTS WILL BE CIRCULAR\***



## ► CIRCULAR

### **Our products designed for the circular economy**

To ensure a company standard for CIRCULAR products, we released our CIRCULAR Product Policy.

For our CIRCULAR Product Policy, we aligned <sup>[1]</sup><sub>SEP</sub> closely with circular.fashion's Circular Design Criteria which is a framework providing a holistic definition and comprehensive guidelines for circular textile products. Aligned with existing standards the framework goes beyond and provides specific and profound criteria for all pillars of circularity, including recyclability.

**ALL OUR CIRCULAR PRODUCTS  
FULLFILL THREE DESIGN CRITERIA:**

**The product is  
made from  
safe, recycled or  
renewable  
materials.**

1

**The product  
is designed  
towards  
recyclability.**

2

**The product is  
made to last  
longer .**

3

5

# MADE FROM RENEWABLE OR RECYCLED MATERIALS

**All our CIRCULAR products are made from safe, recycled or renewable materials.\***

### **Renewable materials**

Usually plant or animal based, that can be continuously regrown.

### **Recycled materials**

Materials that have been recovered from a waste stream. Either textile waste or waste from another industry. 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.

\*All components above 5% of the product

**MADE  
TO BE  
MADE  
AGAIN**

## **DESIGN FOR RECYCLABILITY**

We believe that product recyclability is one of the key enablers of the circular economy. Our definition of recyclability is based on circular.fashion's Circular Design Criteria, which are advancing industry alignment on a common standard for circularity.

We design our CIRCULAR products with as less material mixes as possible and set our designers clear guidelines on what material mixes, prints and other treatments can be used to achieve the best possible recyclability of a product.\*

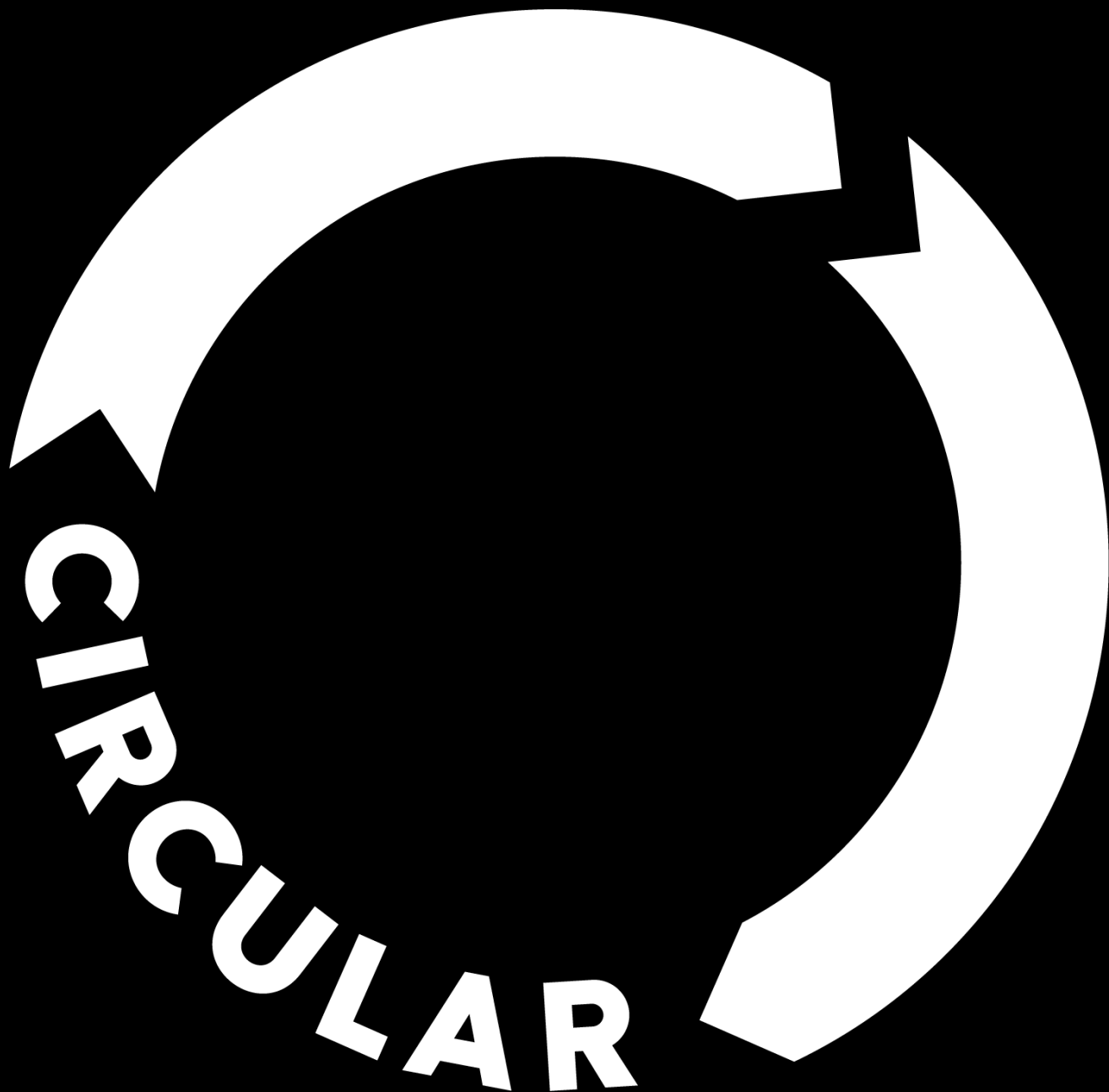


**MADE  
TO  
LAST  
LONGER**

## **DESIGN FOR LONGEVITY**

**As a premium brand, longevity is one of our main pillars for a CIRCULAR product. Our CIRCULAR products contribute to a longer product lifespan with high quality standards.**

Our designers and product experts continuously look for innovative and creative ways to make our CIRCULAR products last even longer and easier to repair.



Our CIRCULAR Product Policy has been created in cooperation with [circular.fashion](https://circular.fashion) and based on their Circular Design Criteria.