

APPAREL AND ACCESSORIES

Hugo Boss invests \$9M in sustainable textile manufacturer

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As part of its Claim 5 strategy, Hugo Boss is hoping to contribute to a more sustainable, circular fashion industry. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss has entered into a long-term partnership with environmental textile company HeiQ AeoniQ, starting with an initial \$5 million equity investment.

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The investment will be supplemented by exclusive partnership arrangements of up to \$4 million, which will depend on the company hitting certain performance goals. With this new partnership, Hugo Boss is striving to seamlessly integrate the number of sustainable materials in its collections over the next several years.

"Our exciting partnership with HeiQ represents yet another important milestone on our journey towards becoming the leading premium tech-driven fashion platform worldwide," said Daniel Grieder, CEO of [Hugo Boss](#), in a statement.

"Consistent with our bold mission statement 'We Love Fashion, We Change Fashion,' this game-changing technology will enable us to further push innovation and sustainability across our brands' offerings, thereby driving measurable impact for the environment and society alike."

Sustainable materials

A subsidiary of Swiss innovator HeiQ Plc, HeiQ AeoniQ makes a continuous cellulosic filament yarn similar to polyester and nylon. HeiQ AeoniQ yarns are made out of cellulosic biopolymers, which bind carbon from the atmosphere.



HeiQ AeoniQ cellulosic yarn. Image credit: HeiQ AeoniQ

The company utilizes a proprietary apparel technology that allows for the manufacturing of this sustainable yarn to substitute oil-based fibers.

The investment in HeiQ AeoniQ is part of Hugo Boss' sustainability efforts included in its Claim 5 strategy and contributes to the brand's goals of climate neutrality by 2030 and throughout the entire value chain by 2045.

Hugo Boss also hopes the partnership will enable the brand to establish a more concrete circular business model. It has targeted eight in 10 products to become circular by 2030.

The German fashion group recently unveiled its first major rebrand in 50 years, introducing new logos for its two brands: Boss and Hugo. To celebrate, it released two global campaigns targeting millennials with its flagship Boss brand and Gen Z with Hugo featuring a cast of famous models, musicians, influencers and athletes ([see story](#)).

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