

APPAREL AND ACCESSORIES

Hugo Boss leans into circularity with resale service

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Hugo Boss is launching a branded resale service. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion group Hugo Boss is launching a branded resale platform later this year in support of its sustainability efforts.

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Through Hugo Boss Pre-Loved, shoppers will be able to buy preowned items that were traded in by existing customers. The circular fashion effort is part of the group's Claim 5 sustainability strategy.

"The high quality of our products allows them to have several lives, and our entry into the growing resale market is a natural step for us as a company," said Heiko Schfer, chief operating officer of **Hugo Boss**, in a statement.

Welcome to resale

Hugo Boss has tapped FAUME to operate its new resale service, which will be accessible through its ecommerce site. The platform will first launch in France, with plans to expand to Germany, the U.K. and U.S. by 2025.

The service will start with preowned apparel before expanding to accessories. An online process will allow shoppers to return used items to Hugo Boss in exchange for credit that can be used online or in-store on new or preowned items.



Credits earned through the resale program can be used in-store or online. Image credit: Hugo Boss

After products are quality checked and authenticated, they will be added to the curated offerings from Hugo Boss Pre-Loved.

According to a new report from ThredUp, branded resale shops such as Hugo Boss Pre-Loved have grown from eight in 2020 to 30 in 2021, representing 275 percent growth year-over-year ([see story](#)).

Hugo Boss is further promoting circularity by launching a care and repair service in select German boutiques later this year. Repairs will be available for suits, jeans, shoes, jersey products and leather goods.

The group has set a goal that eight out of 10 products will be circular by 2030. To meet this standard, products must be made from renewable or recycled materials, be fully recyclable and designed for longevity.

"Hugo Boss Pre-Loved will support our move towards a circular business model, while our repair service will allow customers to wear their favorite pieces for even longer and reduce consumption of scarce resources," Mr. Schfer said.

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