

APPAREL AND ACCESSORIES

Hugo Boss, Phipps illustrate commitment to earth in new spot

June 3, 2022



Hugo Boss has partnered with Spencer Phipps, a designer who centers appreciation for the earth. Image credit: Hugo Boss

By KATIE TAMOLA

German fashion house Hugo Boss is getting environmentally friendly with U.S. designer Spencer Phipps on a new campaign and capsule collection.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In a newly released short film, Hugo Boss' sustainability strides become apparent as the brand partners with Mr. Phipps, a designer passionate about caring for the environment. In a new vignette, Mr. Phipps discusses his appreciation for nature and how that is reverberated in his designs, as he is seen wearing products from the Boss x Phipps collection.

"Hugo Boss has had its focus on responsible fashion which allows the brand to take inventory on how they obtain and utilize resources to make their fashion," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "The brand has also been one that has had a focus in genderless clothing as well so this vignette shows how they can play well with other designers/brands who share the same focus."

Appreciating the earth

Mr. Phipps is the founder of his eponymous brand, established in 2018 and centered on environmental responsibility. The products possess a theme of survival survival of the environment, world and consumers with a palpable masculine feel.

Mr. Phipps has had a longstanding sustainable focus, having graduated from Parsons School of Design in 2008 with a nomination for "Designer of the Year" for his last collection, an exploration of sustainable fashion.

Mr. Phipps' immense appreciation for nature is woven throughout his work.

The designer also previously worked at Marc Jacobs for several years and was a 2019 LVMH Prize finalist.

The campaign for his collection with Hugo Boss begins with a true to form setting an expansive sky and Mr. Phipps walking through a field, then hiking.

"I'm very passionate about nature, and that's something that's just carried through to my design process," he says. He

twirls a reusable water bottle while fashioning an orange-colored organic-cotton sweatshirt with an eagle and both brand names in large lettering.

As he is filmed in additional verdant and wide-open spaces, he hikes, jumps and poses on mountain terrain while discussing the collaboration. Additional pieces, from T-shirts to shorts, are showcased as the designer ruminates on how his ethos aligned well with Hugo Boss, which ultimately fueled a shared creative spirit.

The designer calls back to the mission of his own brand, explaining how he aims to create thoughtful products that are more than simple clothing.

"It's very important that there's a deeper meaning behind the pieces I create," he says in the film.

The genderless collection which includes T-shirts, sweatshirts, socks and more is a testament to the brands' shared prioritization of sustainability and a color palette reminiscent of nature, with a vintage Americana style. Some styles also include the custom logo of both brand names with the aforementioned eagle emblem.



With the collaboration, Hugo Boss is hoping to inspire more sustainable fashion consumption. Image credit: Hugo Boss

Now available online and in stores, the collection is priced between \$30 and \$645. On the Hugo Boss website, select pieces from the capsule are identified as having been made with responsible, recycled or reused materials.

Being responsible

Hugo Boss uses a "responsible" label throughout its website to signify products made with at least 60 percent more sustainably sourced raw materials. The label continues to highlight its significant sustainable efforts.

In April, Hugo Boss announced it was launching a branded resale platform later this year in support of its sustainability efforts.

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 ([see story](#)).

In February, Hugo Boss entered into a long-term partnership with environmental textile company HeiQ AeonIQ, starting with an initial \$5 million equity investment.

The investment is supplemented by exclusive partnership arrangements of up to \$4 million, which depend on the company hitting certain performance goals. With the partnership, Hugo Boss is striving to seamlessly integrate the number of sustainable materials in its collections over the next several years ([see story](#)).

Hugo Boss' latest partnership with Phipps is just the latest illustration of its commitment to a more environmentally-conscious future.

"At its core, both Phipps and Boss are focused on maintaining their efforts in a responsible fashion and showing how they can play together while maintaining their quality and distinction," Ms. Smith said.