

APPAREL AND ACCESSORIES

Hugo Boss amps up commitment to regenerative farming

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Hugo Boss is paying increased attention to regenerative farming as part of its eco-friendly goals. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion label Hugo Boss is investing more time and resources into regenerative farming as it aims to meet its own environmental and sustainability goals.

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The company is looking to **reduce the impact** of its individual stores, production locations and supply chain. It has gone with an infrastructural approach, aiming to clean up its practices across several touch points and investing in its partners.

"From cotton to wool, and everything in between, the foundation of fashion, and of what we do at Hugo Boss is deeply connected to the Earth it all begins on the farm and comes from the soil," the company said on its site.

"In this regard, we want to draw your attention to one of the most promising methods of material sourcing when it comes to reducing the environmental impact of the fashion industry and the preservation of biodiversity: regenerative agriculture.

"Though agriculture has had a negative impact on soil health, biodiversity and the climate in the past, it can be transformed into a powerful nature-based solution. That's why, after taking a close look at our supply chain, we are investing in our partners, who develop more resilient systems for the future through regenerative farming."

The company is highlighting its renewed commitment to regenerative farming through a campaign themed, "Today, tomorrow, always."

Here you go

Clean energy, green-building practices, efficient resource management, using air transportation as little as possible and participating in sustainable development are all ways Hugo Boss is greening its impact.

Regenerative farming is the newest environmental solution to be adopted by the company. In a **post**, Hugo Boss stressed the importance of change and "investing in our bright collective future."

On the **company website**, the ties to the planet that fashion has are acknowledged, stating the fact that if the farms

fail, so does the industry.

Hugo Boss indicated a desire to protect the biodiversity of the ecosystems it gets its materials from, stating regenerative agriculture as a solution.

The company does not plan to give up pesticides and chemical fertilizers, but it does plan to invest in farmers.

The company will encourage farmers to till less, rotate crops, compost and avoid the planting of monocultures.

Hugo Boss has been working with various partners to drive regenerative farming: **SEKEM** with Naturetex, an Egyptian sustainable development initiative that grows regenerative cotton with its network of small-scale farmers; **ZQRX**, a New Zealand-based regenerative wool fiber platform; and **Raddis Cotton**, a cooperative of small and tribal farmers in South India using the highest level of regenerative agriculture methods for growing cotton in the holistic food & fiber Raddis system.

"The future of the fashion industry is closely connected to the future of farming and agriculture," Hugo Boss said on its website.

"Furthermore, as responsible citizens, we need to care for our soil, which has been deeply impacted by chemical farming. By using materials sourced from regenerative farming, we are taking strong steps to protect our soil, so the foundation of life, remains healthy.

"Regenerative farming is an approach to farming that is centered on giving more than what we take from the Earth. It is not about completely refraining from the use of pesticides and fertilizers, but about building a holistic ecosystem, where soil health, biodiversity and carbon neutrality play an essential role.

"It is about working in harmony with nature rather than trying to exercise control. It can be practiced in different ways depending on the region, soil, crops or livestock. It also has other benefits ranging from better animal welfare to the provision of fair working conditions for farmers."

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