

APPAREL AND ACCESSORIES

Hugo Boss executives define equity for International Women's Day

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Dnd nal-Haktar explains that equity begins with authenticity, empathy and respect. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house **Hugo Boss** has added its voice to the global call for equity and equality, two distinct concepts, as its newly-released campaign explains.

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In the video, two members of the international Hugo Boss family, Dnd nal-Haktar, vice president of quality and production excellence, and Luis Gonzaga, senior vice president of leisurewear, explain what equity two concepts have meant to them in their own lives.

More specifically, the brand explains what it means to embrace equity inside and outside the workplace and the steps that can be taken individually and collectively to promote the concept across all sectors of the brand.

Equity versus equality

To open, the brand distinguishes equality from equity, explaining that while equality ensures that everyone is given the same opportunities, equity means accommodating varying circumstances to ensure an equal outcome.

To promote this equity internally, the brand works to be an environment where all employees can feel like they belong, thrive being their authentic self, and promote activities, platforms and initiatives which promote gender parity and female empowerment.

Themes of inclusivity and self-empowerment drove the fall/winter 2022 campaign for the group's two main brands, Hugo and Boss, which debuted last August ([see story](#)).

Today and every day, we celebrate [#InternationalWomansDay](#).

Join us on the [@womensday](#) global movement to [#EmbraceEquity](#), and watch our colleagues, [@dondu_unal_](#) and Luis share what equity means to them.

Visit <https://t.co/iIqunxv7P1> for the full story.

#IWD2023 pic.twitter.com/vj3LKMyBtk

HUGO BOSS Corporate (@HUGOBOSS) **March 8, 2023**

"The first step to equity is seeing the value of diversity. My advice to the young generation is to be authentic and to respect everyone else," Ms. nal-Haktar said.

In the video, she shares her experience attending conferences to deliver speeches about technology or engineering in manufacturing fields which are still male-dominated and the strange feeling of being the only woman on stage.

"Embrac[ing] equity, for me, means mainly embrac[ing] diversity," Mr. Gonzaga said in the video. "This is something we are very good at at Hugo Boss."

Mr. Gonzaga then considers the concept of equity from a more personal angle, discussing what he has learned about diversity through his experience raising a child with divergent needs.

There will never be a perfect moment to demand equity and get it, Ms. nal-Haktar said.

"It is a continuous development that requires cultural change and we as society have to dedicate ourselves to it," she said.

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