

APPAREL AND ACCESSORIES

Hugo Boss backs climate-first venture capital fund

December 15, 2023



The luxury label has invested in a Swiss climate-first venture capital fund. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is lending support to a sustainable cause.

The luxury label has announced a partnership with Swiss climate-first venture capital fund Collateral Good Ventures Fashion I. The project aims to accelerate sustainability in the fashion industry.

"Our Claim Five strategy defines our growth trajectory, but at the same time, it is guided by our commitment to be sustainable throughout," said Daniel Grieder, CEO of **Hugo Boss**, in a statement.

"The partnership with Collateral Good perfectly complements our sustainability strategy for a bold and better future, which strives for a planet free of waste and pollution," Mr. Grieder said. "Through this new form of investment, we will look for new solutions to target areas such as increasing circularity, using only nature-positive materials, eliminating microplastic pollution, and achieving zero emissions."

Green scheme

Hugo Boss's investment will be put to use over a period of five years. During this time, it will subsidize a handful of portfolio members working to create value chain solutions.

Resulting technologies will tackle raw material upcycling, repair and care options and the prevention of microfiber releases.

Green looks good on us

HUGO BOSS was included on the Dow Jones Sustainability World Index for the seventh year running, and also the ESG Transparency Award 2023 by EUPD Research for our sustainability reporting.

A massive step in our commitment to sustainability! pic.twitter.com/tRgaVIq1z

HUGO BOSS Corporate (@HUGOBOSS) December 12, 2023

The "Dark Green Fund," as classified under the EU Sustainable Finance Disclosure Regulation, holds a total target volume of 100 million euros, of which Hugo Boss will contribute 10 percent.

The fund, which will operate as the "Collateral Good Ventures Fashion I SCSp RAIF," represents another step in the German fashion company's ongoing green efforts ([see story](#)).

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