

APPAREL AND ACCESSORIES

Boss tests new textile innovation at Australian Open

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Garments constructed from the material will be showcased in live play through tennis styles worn by BOSS ambassadors Taylor Fritz and Matteo Berrettini during the 2026 Australian Open. Image credit: Hugo Boss

By AMIRAH KEATON

German fashion house **Hugo Boss** is placing an eco-conscious launch on the court.

This month, the company's core Boss brand is debuting NovaPoly yarn, a recycled alternative to virgin polyester, developed in collaboration with China's Jiaren Chemical Recycling and the Dubai-based New Bio-recyclable Co. (NBC) LLC. Garments constructed from the material will be showcased in live play through tennis styles worn by BOSS ambassadors Taylor Fritz and Matteo Berrettini during the 2026 Australian Open.

Boss debuts NovaPoly

Initially unveiled last spring, the yarn makes its first IRL appearance during the year's first major international tennis tournament at Melbourne Park.

At the Australian Open, tennis pieces such as jerseys, shorts and caps feature the yarn. BOSS is using the tournament as a proving ground for its performance capabilities, building on a broader effort to replace materials such as conventional polyester and polyamide fibers with performance-ready alternatives.

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A post shared by BOSS (@boss)

NovaPoly yarn is crafted from recycled textile waste sourced from both pre- and post-consumer phases and modified with a proprietary additive that accelerates degradability compared with conventional polyester fibers, according to the brand.

Team NovaPoly shares that the yarn is biodegradable in an anaerobic active microbial environment, an attribute it says offers a potential pathway toward reducing long-term microfiber pollution and dependence on virgin petrochemicals.

Several luxury brands, including British fashion house Stella McCartney, have committed resources to sustainable material developments in major ways ([see story](#)).

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