

Metzingen, February 20, 2025

EIGHTYARDS LAUNCHES BUSINESS OPERATIONS

With the beginning of the year, Eightyards GmbH, a wholly-owned subsidiary of the HUGO BOSS Group, officially started its business operations. Based in Metzingen, the new venture enables HUGO BOSS to repurpose its surplus materials into new use. Eightyards focuses on three core business areas: Reselling, reusing as well as re-, up- and downcycling of the Group's surplus textiles to customers in the fashion industry and beyond. Contributing to HUGO BOSS's sustainability efforts, operations at Eightyards are driven by two of the company's former employees: Markéta Miltenberger, Director, and Placido Klitzke, Co-Director.

"The creation of Eightyards shows our great internal talents and their entrepreneurial spirit. I am excited to see the contribution that Eightyards will deliver to the circular economy," says Daniel Grieder, CEO of HUGO BOSS. "At HUGO BOSS, we are already leveraging data-driven insights to enhance efficiencies across our value chain, especially with our Digital Campus and the digital TWIN program. Eightyards is another step on our journey to shape a more sustainable future."

In addition to its resell activity, Eightyards offers to transform unused fabrics into new products – such as clothing, tote bags, shoe bags, etuis for pens, or pillowcases. Since its launch, Eightyards has already started collaborating on first projects with customers from the fashion and telecommunications sector. The ambition over the coming years is to establish the venture as one of the key global facilitators for the repurposing of surplus materials.

"As a HUGO BOSS subsidiary, we have access to high-quality surplus materials which have been sourced under high ESG (Environment, Social, Governance) standards. This is an asset we want to leverage for our customers," explains Markéta Miltenberger, Director of Eightyards. "Our aim is to drive cross-industry collaboration with partners beyond the fashion sector." Eightyards focuses on the individual needs of its customers and aims to find the best solution for each use case. The new venture also has plans to extend its services to other material supply sources in the future.

More information can be found at www.eightyards.de

Accompanying images are available here: [Eightyards](#)

If you have any questions, please contact

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