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Digital Product Passport with new features: bonprix is preparing early for the European Ecodesign Regulation

As part of its corporate responsibility activities, bonprix is prioritising measures that promote transparency and offer added value to its customers. Therefore, the fashion company is now equipping a series of denim products with its own Digital Product Passport (DPP), which, in addition to product and supply chain data, contains further content such as outfit inspiration and care instructions. It can be accessed via a QR code on the hangtag and in the woven label. With this step, bonprix is already establishing the DPP with new features as a communication tool for its customers. In doing so, the company is continuing what it launched in 2024 and is taking proactive steps even before the introduction of the legal obligation under the European Ecodesign Regulation (ESPR). The partner in this pioneering pilot project is Narravero, a company specialising in providing a platform for the DPP.

More than just a data set: A showcase for transparency and added value

The goal of the Digital Product Passport (DPP) pilot project at bonprix is to bring together and further strengthen transparency, the circular economy, and product responsibility – and to present key topics like sustainability in a way that is understandable and relevant for customers. “We firmly believe that the Digital Product Passport can offer far more than simply listing sustainability data, namely when it provides genuine added value,” says Verena Jasper, Head of Corporate Responsibility at bonprix. “That is why we consistently adopt our customers’ perspective in its further development. As a result, our digital ‘ID’ includes practical service recommendations in addition to clearly presented information on the product’s material composition, life cycle, and usage phase.”

bonprix also sees the DPP as a potential fashion guide for its customers, as it offers – beyond the expected legal requirements – styling ideas and videos, for example with advice on how to shorten jeans, as well as care instructions for extending the lifespan of the products. At the same time, the DPP creates an additional digital touchpoint through which bonprix can stay in touch with its customers even after the purchase.

Integration of the DPP into a strategically important denim range

The enhanced DPP is introduced in about 40 articles of the current denim assortment, such as jeans, shorts, and skirts. The plan is to expand the DPP to a total of 100 products in the important and popular denim assortment over the course of the year. Cotton, as the fashion brand’s most important material, holds significant strategic relevance for bonprix and is also highly valued by its customers.

“The enhanced Digital Product Passport is a milestone on our journey to make product information more accessible, understandable, and valuable for our customers,” explains Stefanie Sumfleth, Vice President Corporate Responsibility & Procurement at bonprix. For the pilot project, bonprix deliberately chose Narravero as a partner that does not view the DPP solely from a compliance perspective, but recognises its potential to create genuine added value – from marketing and service to sustainability issues. Sumfleth emphasises: “It was crucial for us to find a partner, even in the pilot phase, who understood our vision and provided a tool that allowed us to integrate editorial content and deliver it directly to our customers. Furthermore, the long-standing, trusting partnerships with our suppliers were key to the success of the pilot project. We are very pleased with the result.”

The insights gained from the pilot project now form the ideal basis for bonprix to scale the DPP to other product groups in the future.

About bonprix

With online shops in 16 European countries and additional B2B business in several markets, bonprix offers its mainly female target group fashion with a strong value-for-money proposition. The e-commerce company, founded in 1986, today reaches approximately 10 million active customers annually. With a revenue of 1.1 billion euros in Europe in the fiscal year 2025/26 (1 March 2025 to 28 February 2026), bonprix is among the strongest revenue-generating brand concepts of the Otto Group. More than 1,400 employees are based at the Hamburg headquarter and at other locations in Poland, Italy, and France.

The diverse product range includes womenswear and accessories, complementary assortments for men and children, as well as selected home and living products. bonprix stands for fashion produced in-house in a wide variety of styles and sizes, and pursues an ambitious sustainability commitment.

For more information, visit en.bonprix.de/corporate.

Press downloads

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