

Press Release

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Focus on transparency: bonprix sets new sustainability targets for 2031

By updating its sustainability strategy ‘positive choice’, bonprix is emphasising its ambition to develop and sell more responsible fashion for its customers in over 25 countries. By 2031, the company will use even more preferred materials¹, apply circular product design and implement more climate-friendly processes along the entire value chain. There is a particular focus on transparency: all key products are to be equipped with a Digital Product Passport (DPP) by the 2027/28 financial year, making them traceable.

“With our updated ‘positive choice’ strategy, we are taking important further steps towards our vision of a textile industry that conserves resources, favours transparency and takes customer’ needs into account. Every positive choice counts,” says Carolin Klar, Managing Director Product, Sourcing & Corporate Responsibility at bonprix.

The strategy update will apply from the new financial year 2025/26 from 1 March 2025 and builds on previous successes in the area of corporate responsibility (CR). For example, the proportion of preferred fibres in the upper materials of the textiles is now 70 percent, while traceable cotton and recycled materials in particular are increasingly being integrated into the collections. The circular design concept, which primarily promotes durability and recyclability, has been successfully trialled by bonprix in recent years, for example in its own Circular Collections. The fifth Circular Collection will go on sale this spring. The next step is to scale up the concept and gradually extend it to the entire range.

bonprix also scored highly in terms of its efforts to reduce the company's carbon footprint: greenhouse gas emissions in its own business activities² were reduced by 39 per cent between 2018 and 2023. In addition, bonprix has already implemented initial pilot projects in the supply chain to further reduce emissions and increase energy efficiency.

Strategic focus on trust through transparency: the Digital Product Passport

A key new element of the new strategy is the introduction of a Digital Product Passport (DPP). This will be available for key products from the 2027/28 financial year and will contain information on material origin and environmental impact as well as care instructions, among other aspects. The collection and processing of data will help to promote the recyclability and traceability of products. bonprix is starting with denim products, with other product ranges to follow in the future.

¹ Compared to conventional fibres or materials, preferred fibres or materials have a lower environmental impact and a more sustainable production process.

² This includes, for example, locations, procurement transport, distribution, as well as (external) cloud and data centre capacities.

The DPP is part of the Ecodesign for Sustainable Products Regulation. bonprix is paying particular attention to consumer-orientated implementation, partly because the comprehensive [“bonprix Fashion Report 2023”](#) survey showed that sustainability is often perceived as complicated and incomprehensible. The simple and striking presentation of product information, which can be viewed via a QR code, makes it easier for customers to make informed purchasing decisions in favour of more sustainable products.

“With the Digital Product Passport, we do not just want to show our customers the journey their clothes have taken. We also enable them to better comprehend the origin and impact of their purchasing decisions. For us, transparency is the key to strengthening our customers’ trust and their appreciation of the resources and labour that have gone into a garment,” explains Stefanie Sumfleth, Vice President Corporate Responsibility, Technical Product & Sourcing. “We attach particular importance to communicating the history and background to our customers’ products in a way that is both understandable and interesting. We have already successfully tested a product passport in 2024.”

Preferred materials and circular design: for long-lasting fashion

The choice of materials and product design are also key elements of bonprix’s updated strategy. The company continues to consistently focus on preferred materials such as recycled fibres, organically grown cotton and cellulose fibres from certified sources. By the end of the 2027/28 financial year, 70 per cent of the main materials³ are to come from these sources, and 100 per cent by the end of 2031/32. In doing so, the company is increasing both the scope of the product components considered and the requirements for the traceability of materials.

At the same time, the circular design principles are being expanded for all collections. These principles include material selection, extending the lifespan of products and developing designs that facilitate subsequent recycling. By the end of 2031/32, four out of five products are to be designed according to these circular design principles.

Climate protection and human rights: responsibility along the supply chain

bonprix sees the greatest leverage for climate protection and social responsibility in its supply chain. As part of the Otto Group, the company is committed to reducing its absolute greenhouse gas emissions by 42 per cent by the end of the 2031/32 financial year compared to the 2021/22 financial year – a group target that has been validated by the Science Based Targets initiative⁴. The focus is on switching to more climate-friendly materials and working closely with suppliers to reduce greenhouse gas emissions in production.

³ The main materials at bonprix include cotton, viscose, polyester, polyamide and polyacrylic and relate to the outer material as well as the lining and filling.

⁴ The Science Based Targets Initiative (SBTi) is a global partnership that supports companies in setting and achieving science-based climate targets. These targets are based on the requirements of the Paris Climate Agreement.

At the same time, human rights due diligence remains a key concern for bonprix. The company uses audits and an established social programme to monitor compliance with responsible working conditions. In order to take preventative action and initiate long-term improvements, bonprix also invests in training programmes for its partners on key human rights risk issues.

Positive change: shaping change together

With the updated CR strategy 'positive choice', which is in line with the Otto Group's strategic goals, bonprix is emphasising its commitment to a more sustainable fashion industry. The new and further developed goals in the areas of transparency, materials and climate protection set the framework for concrete changes. By consistently implementing the strategy, bonprix will continue to take responsibility for products, the environment and the people in the supply chain and further strengthen cooperation with its partners.

"Our enhanced strategy is more than just a promise – it is our guideline for sustainable fashion," summarises Carolin Klar. "We invite our customers, partners and the entire industry to join us on this journey. Because only together can we drive the necessary change in the fashion industry."

About bonprix

bonprix is an internationally successful fashion and e-commerce company. Founded in 1986 as a catalog retailer in Hamburg, Germany, bonprix now employs around 2,500 people worldwide. With a wide range of products, the company reaches more than 10 million active customers in its core European markets via its online shops and apps. As a vertical fashion brand, bonprix primarily sells its own fashion with an excellent price-performance ratio.

In the fiscal year 2023/24 (29 February 2024), the bonprix Group generated sales of EUR 1.52 billion, making it one of the best-performing businesses within the Otto Group. In Germany, www.bonprix.de is one of the highest-grossing online shops and ranks fifth among online shops with fashion as their main product segment.*

*Source: Ranking of top-selling online stores "E-Commerce-Markt Deutschland 2024" by EHI Retail Institute/ecommerceDB

Logo and pictures

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