Press Release

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HACOY introduces its sustainable model solutions with the Circular Orbit system

HACOY, pioneer of sustainable fashion solutions, launches its "Circular Orbit Program" shortly after opening its flagship store in downtown Munich.
The young label's innovative initiative aims to redefine the lifecycle of fashion products and offer customers eco-friendly alternatives that reduce environmental impact.

By implementing a series of sustainable strategies, HACOY proves that high-quality exclusive fashion and a greener world do not have to be mutually exclusive. The program comprises four pillars, each addressing an important aspect of sustainability.



Four central pillars for more sustainability

RENT: Sustainable fashion should be accessible to everyone. With the HACOY rental service for special occasions, the pieces can be returned to HACOY and save the wallet and the environment.

REPAIR: HACOY values traditional craftsmanship and the quality of its creations, which is why it has set up a repair service for its HACOY collection. Experienced master tailors give a new shine to HACOY favorites, extending their life and ensuring that the garments remain wearable for years to come.

RE-SALE: HACOY follows the concept of circular economy and encourages its customers* to resell their second hand HACOY Pieces through the brand's platform. In this way, HACOY products find a new home, reducing their ecological footprint and promoting a culture of conscious consumption.

UPCYCLING: As part of HACOY's upcycling program, materials from worn-out HACOY models are reused and designs are reinterpreted. This results in unique fashion pieces that reflect HACOY innovation and creativity in a new way.



This concept gives customers the secure feeling that they are making a valuable contribution to a better environment with HACOY fashion and are actively involved in shaping a better fashion world. https://www.hacoy.com/pages/circular-orbit
"We are incredibly grateful for the support and enthusiasm that our clientele, partners and friends have shown us on our journey so far" , says Maximilian Rupp, founder of HACOY who launched his first sustainable home office collection in 2021 Corona times. "But since we opened our first flagship store in Munich, we can advise our clientele even better and customers can personally convince themselves of the quality of our now four collections by feeling, touching, informing and trying on." We envision a future in the fashion industry

in which sustainability in the product range and responsible consumer action are more and more enjoyable and fashion can coexist harmoniously with the environment."

About HACOY

HACOY is a Munich-based ethical fashion brand known for its commitment to sustainability and craftsmanship. With a focus on timeless designs and quality materials, HACOY offers stylish and environmentally conscious fashion for individuals. By promoting ethical practices, HACOY aims to make a positive impact on the fashion industry and inspire consumers to make conscious fashion choices.
Discover the brand at www.hacoy.com.

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