



**Herno's Journey to Sustainable Clothing**  
**Claudio Marenzi, President, Herno**

# TAKE CARE OF YOUR FUTURE

**Sustainability as Company DNA**  
**Soft Elements**





# The Lake

**The coexistence with the water of the lake and the river took shape and became functional in jackets and high-performance coats, well designed, crafted with superior Italian workmanship, and also useful to protect oneself against the cold and find shelter against the rain, the northern wind and the humidity of the lake region.  
That's what water is: connection, love, passion, challenge, ingenuity.  
And success.**



# 2010

**Herno commits 8% of its turnover to innovate machinery and photovoltaic systems  
to make the Lesa headquarters and its logistic branches  
completely energy self-sufficient**





A woman with short brown hair and blue eyes is sitting on a set of wide, light-colored stone steps. She is wearing a bright red jacket over a white t-shirt. Her right hand is raised, palm facing forward, near her head. The scene is brightly lit, creating strong shadows on the steps and her face.

# 2016

**Herno is the first company in Europe to obtain the PEF certification, tracking and mapping the impact of Herno jackets on the environment**





# 2017

**Herno headquarters, showrooms and flagship stores around the world become Plastic Free.**





# 2018

**Factory expansion with new industrial buildings camouflaged  
in the green of the Lake Maggiore eco-systems  
to insulate and reduce energy loss.**

HERNO



**HALF OF YOU  
ARE WEARING CHLOTES  
THAT WILL STAY  
ON OUR PLANET  
LONGER THAN YOU.**

**Sustainability as Collection DNA  
Hard Elements**



# 2019

**Herno presents Herno Globe “TAKE CARE of your FUTURE”  
the label that defines and includes all the “green projects” of the Brand**



A woman with short blonde hair is standing in a dense, green forest. She is wearing a long, quilted green puffer jacket and light blue pants. She is looking towards the camera with a neutral expression. The background is filled with various green leaves and thin tree branches, creating a natural, outdoor setting.

# 2020

**Herno Globe presents 5 new projects  
PEF, Fast5Degradable, Recycled Wool, Nylon Recycled Onibegie,  
100% Regenerated Econyl® Nylon**



The image shows the interior of a clothing store, likely a retail space for Herno. The store features a minimalist design with light-colored wooden pillars and walls. Several racks of coats are visible, including puffer jackets in various colors like green, blue, and white. The floor is made of dark wood. The overall atmosphere is clean and modern.

# 2020

**We opened the first 100% sustainable store.  
Green Pea - Torino**



The image shows the interior of a pop-up store for HERNO Globe. The space is modern and minimalist, with a light-colored floor and a dark ceiling. A large, illuminated wall on the right side features a vibrant, abstract pattern in shades of blue and green. To the left, a dark green wall displays the 'HERNO Globe' logo. In the background, a counter area is visible with a staff member behind it. Various puffer jackets are hanging on display racks, and a small table with a stool is in the foreground. The overall atmosphere is clean and sophisticated.

# 2021

**Globe in the most exclusive Japan Pop Up  
@Isetan**



A man and a woman are standing in front of a vibrant, abstract graffiti wall. The man, on the left, has short dark hair styled in cornrows and is wearing a puffer jacket with a colorful, abstract pattern in shades of pink, blue, and green on a light background. He is also wearing white trousers. The woman, on the right, has long blonde hair with bangs and is wearing a dark green, quilted puffer jacket. She is leaning her head against the man's shoulder. The background is a large-scale graffiti mural with bold, geometric shapes in red, blue, and black, with some white highlights. The overall mood is urban and artistic.

# 2022

**A successfull worldwide collection.**



**Herno SPA**