

# CASE STUDY

## *Foster inclusion & Celebrate unity with Virtual Reality*

Hugo Boss is a fashion brand and fashion house headquartered in Metzingen, Baden-Württemberg, Germany. The company sells high class clothing, accessories, footwear, and fragrances.

### **Company Name**

Hugo Boss

### **Size of Company**

17,000 Employees Worldwide  
€2.9 billion sales in 2019

### **Industry**

Fashion Company

## THE SITUATION

Hugo Boss recognized the vital significance of embracing DEI given the multinational employee base.

With the power of VR, Hugo Boss achieved a stronger commitment to its DEI efforts fostering a collaborative and innovative environment.

By immersing employees in scenarios that challenge biases, VR training allowed Hugo Boss to facilitate self-awareness and empathy, fostering a workplace culture where every individual feels valued and understood.



## OUR SOLUTION

Hugo Boss selected our innovative DEI training "Day In the Office", during which the participants stepped into the shoes of Anna, experiencing her daily interactions and navigating through a series of scenarios that targeted unconscious gender bias. .

Throughout the training, participants were not only exposed to overt gender bias, but also subtle microaggressions, allowing them to gain valuable insights into the often unspoken challenges faced by women in the workplace. They reported that the experience was eye-opening, causing them to rethink about their workplace interactions and assumptions.

As a result, Hugo Boss positioned itself at the forefront of fostering inclusivity and diversity in the workplace with VR, setting a new standard for transformative training methods that address complex issues like gender bias and microaggressions.

## BUILDING HUMAN CONNECTION

Our DEI VR training holds immense potential to foster empathy, awareness, and understanding. Through immersive experiences, participants can walk in others' shoes, confronting biases and learning to create more inclusive environments. This technology-driven approach has the power to catalyze meaningful change in workplaces and communities.

## HIGH ENGAGEMENT

By integrating VR into workplace culture, organizations can foster a diverse and inclusive workforce that is empowered to excel in the modern business landscape, addressing unconscious biases and promoting equality.

VR offers an immersive and thought-provoking experience, establishing a secure environment for employees to directly confront their biases, challenges, and limitations without the fear of judgment from their colleagues.

This heightened engagement enables employees to grasp important insights, acknowledge errors, and identify areas for personal growth.



"We are truly impressed by wonder's 'Day in the Office' VR training. The way it vividly illustrates the subtle yet impactful issue of microaggressions faced by women in the workplace is both eye-opening and important. We believe this innovative approach can be an effective tool in raising awareness and fostering a more inclusive work environment."

**Ferda Günana**  
Head of Global HR Digitalization, Hugo Boss

## SCALABILITY

VR holds significant promise for workforce scalability as it's a powerful tool for enhancing training, collaboration, and work experiences.

wonder's immersive trainings allow employees to engage in realistic simulations and training scenarios, accelerating skill development and knowledge retention.



# 50%

## WOMEN IN LEADERSHIP POSITIONS

Hugo Boss strives for more balanced leadership with dedication and empathy. Currently about 50% of our leadership positions in the company are held by women.



# 97%

## POSITIVE FEEDBACK

The participants thoroughly enjoyed the training by emphasizing the impactful nature of "DITO" as they personally experienced discrimination in VR, which facilitated an exploration of their own unique encounters.



## Book a Discovery Call

[contact@wonderder.io](mailto:contact@wonderder.io)