

Colin Holloway



Sourcing the **Secret Sauce**
of **Sustainable** Comfort

HBI

Bringing visions to life, **Colin Holloway**, who leads Global Product Innovation and R&D, elevates our products through extensive research projects focused on comfort, sustainability, and our supply chain.

Six years ago, Colin and the team set out on a mission to leverage biodegradable polyester capabilities to reduce our environmental impact.

After rounds of reviews and experiments, the team integrated a drop-in technology with Parkdale Mills so that our fleece, T-shirts, socks, and underwear can break down more efficiently in landfills.

This was an incredible opportunity to deliver a new technology that allows us to build more sustainable products.



“Comfort can be different for everyone. Minor adjustments make a huge difference to our consumers.”

— Colin

Colin, who is a NC state graduate, also manages HBI's partnership with NC State University, where he loves giving back to the organization, overseeing student-led projects, and utilizing campus resources.



HBI



Outside of work, Colin spends his time with his wife and their two kids. Between managing his boys' sports calendars and tending to their two dogs, they stay busy.

What do you love about HBI?

“The people here are truly exceptional. No matter where you are in the world or what level someone is at, the respect and kindness they show are extraordinary. It’s a consistent thread I’ve seen throughout my seven years at HBI.”

— Colin