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Blogarticle:

NEW WORK x NEW WORKWEAR

The way we work has changed fundamentally. Automation, digitalisation, globalisation, gender equality and demographic change are shaping the term that originated in the late 1970s: New Work. The COVID-19 pandemic was the booster... all new, and strongly in line with the needs and values of employees.

Generations Y and Z in particular have completely new expectations of a modern working environment. Forms, structures and cultures of work are probably undergoing the greatest change since industrialisation - a development that is also changing the requirements for modern workwear.

Durability, safety and function remain essential, but comfort and appearance are also playing an increasingly important role. More and more consumers are paying attention to sustainability, and: Whether carpenters or high-tech engineers, every sector wants a customised outfit.

Workwear has long been more than just clothing that you take off after work. It is part of the wearer's lifestyle. An exciting challenge, as the Belgian workwear supplier Herock® confirms.

Do you feel the change and the associated new demands? How is it noticeable at Herock®?

At Herock, we clearly notice that professionals are no longer satisfied with just functional clothing. The demand for workwear that aligns with



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personal identity and comfort has grown significantly. Customers want clothing that not only performs well on-site but also looks good and feels comfortable throughout the day. This shift is evident in the growing demand for ergonomic fits, modern cuts, and materials that balance durability with breathability. Additionally, sustainability concerns are driving increased interest in eco-friendly materials and production processes.

At Herock, we have been aware of these needs from the very beginning. Our roots in the outdoor and sports business with our former brand, Parks, gave us valuable experience in designing fashionable, functional apparel. When we decided to focus exclusively on workwear with Herock, we carried forward our understanding that professionals

want more than just utility—they want style, comfort, and identity in their workwear as well. This early awareness has allowed us to stay ahead of the curve in blending fashion with function in our designs.

How do you ensure the combination of function and a fashionable look? What challenges does this pose for your design team?

Our design team works closely with industry professionals to understand real-world needs while keeping an eye on fashion trends. Functionality remains paramount, with durability, protection, and comfort as key factors. However, achieving a modern aesthetic requires us to experiment with new textiles, silhouettes, and color combinations. One major challenge is maintaining compliance with industry safety regulations while ensuring the garments have an appealing design. By integrating high-quality, flexible fabrics and innovative construction techniques, we create workwear that meets both technical requirements and contemporary style expectations.





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How important do you think corporate identity is when it comes to workwear? What are the advantages of standardised, modern workwear for companies and employees?

Corporate identity in workwear is more important than ever. Branded, standardized workwear fosters team spirit, enhances brand recognition, and ensures a professional appearance. Employees benefit from a sense of belonging and take pride in wearing well-designed uniforms that reflect their company's values. Modern workwear also improves safety, as tailored fits and the right materials can enhance mobility and protection. Moreover, for businesses, investing in high-quality, uniform workwear strengthens their reputation and creates a cohesive brand image.

Sustainability and ethics are core values for young people. How does Herock® fulfil these expectations as a Green Hero?

Sustainability is at the core of our development process. We are continuously optimizing our production methods to reduce environmental impact. This includes using recycled and organic materials, ensuring fair labor conditions in our supply chain, and implementing eco-friendly dyeing techniques. We also design garments with longevity in mind, promoting durability to reduce waste. Our commitment to sustainability aligns with the expectations of younger generations who demand transparency and responsible business practices from the brands they support.

