

HUGO BOSS

Press Information

HUGO BOSS Online Store goes live in United Kingdom

Metzingen, September 2008. HUGO BOSS is opening its first online store worldwide in the United Kingdom, adding a key new sales channel to its existing online activities. A successive rollout in other major European markets is planned for 2009.

Reflecting the Group's strategy of systematically expanding its own retail operations, the HUGO BOSS Online Store will now allow direct contact with customers via the Internet. A comprehensive range of products from the BOSS Black line will be available, with women's fashions featuring as prominently as the perennially popular menswear.

The online channel is being pursued in light of a growing acceptance of Internet-based sales among buyers of premium and luxury goods. That applies particularly to the premium ready-to-wear segment which – unlike luxury accessories – has only recently established itself on the online market.

The high standards familiar to customers in fixed-location stores are maintained throughout the website's structure, design and interface. To satisfy the rapidly rising expectations of online consumers, HUGO BOSS has implemented the latest Flash technology. The store will be progressively expanded through the integration of the remaining HUGO BOSS brands and lines.

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A range of activities and campaigns incorporating display and search engine marketing will be supporting the launch.

The HUGO BOSS Online Store can be accessed from the corporate website at www.hugoboss.com, which also presents additional information on the Group.

Should you have any questions, please contact:

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