

Press Information

## **HUGO opens the third Mercedes-Benz Fashion Week in Berlin**

Metzingen, July 2008. The presentation of the HUGO Spring/Summer collection for 2009 will kick off the Mercedes-Benz Fashion Week in Berlin at 12 noon on Thursday, July 17.

The show features the second HUGO collection by Belgian designer Bruno Pieters, who has been the brand's art director for the past year.

In addition to drawing from the modern-classic looks of the Bauhaus school, Pieters was also inspired by the German aviation legend Elly Beinhorn. A flying sensation in the 1930s, Beinhorn won acclaim as a free-spirited aviatrix who dared to transcend tradition. Her flights took her over steppes, oceans and deserts. The collection's combination of safari elements and clean lines, simple shapes and functional details defines its theme: Safari meets Avant-garde.

30 international models will be showcasing the collection for some 600 guests from Germany and around the world.

The chosen location is an industrial setting: a listed warehouse in Berlin's Westhafen, an historic port district with an aesthetic atmosphere that is at once unique and urban – i.e. a perfect framework for the HUGO show.

HUGO is the avant-garde brand within the HUGO BOSS fashion portfolio. It stands for unconventional, progressive looks that subtly communicate both individuality and creativity.



“To me, Berlin is special: a fresh, vital city full of potential. I am most fascinated by the architecture and art of the ‘twenties – which are also a source of inspiration for the summer 2009 HUGO collection,” Pieters explained.

Further information on HUGO and the HUGO BOSS brand world can be found on our website at [www.hugoboss.com](http://www.hugoboss.com).

Should you have any questions, please contact:

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