

H U G O B O S S

INVESTOR DAY 2017

Brand Strategy

Ingo Wilts –
Chief Brand Officer

Metzingen – August 2, 2017



Agenda

1

BRAND POSITIONING

2

360° BRAND EXPERIENCE

3

KEY MESSAGES

Agenda

1 BRAND POSITIONING

2 360° BRAND EXPERIENCE

3 KEY MESSAGES

Two brands: BOSS and HUGO

#THISISBOSS



TWO BRANDS

TWO TARGET CUSTOMERS

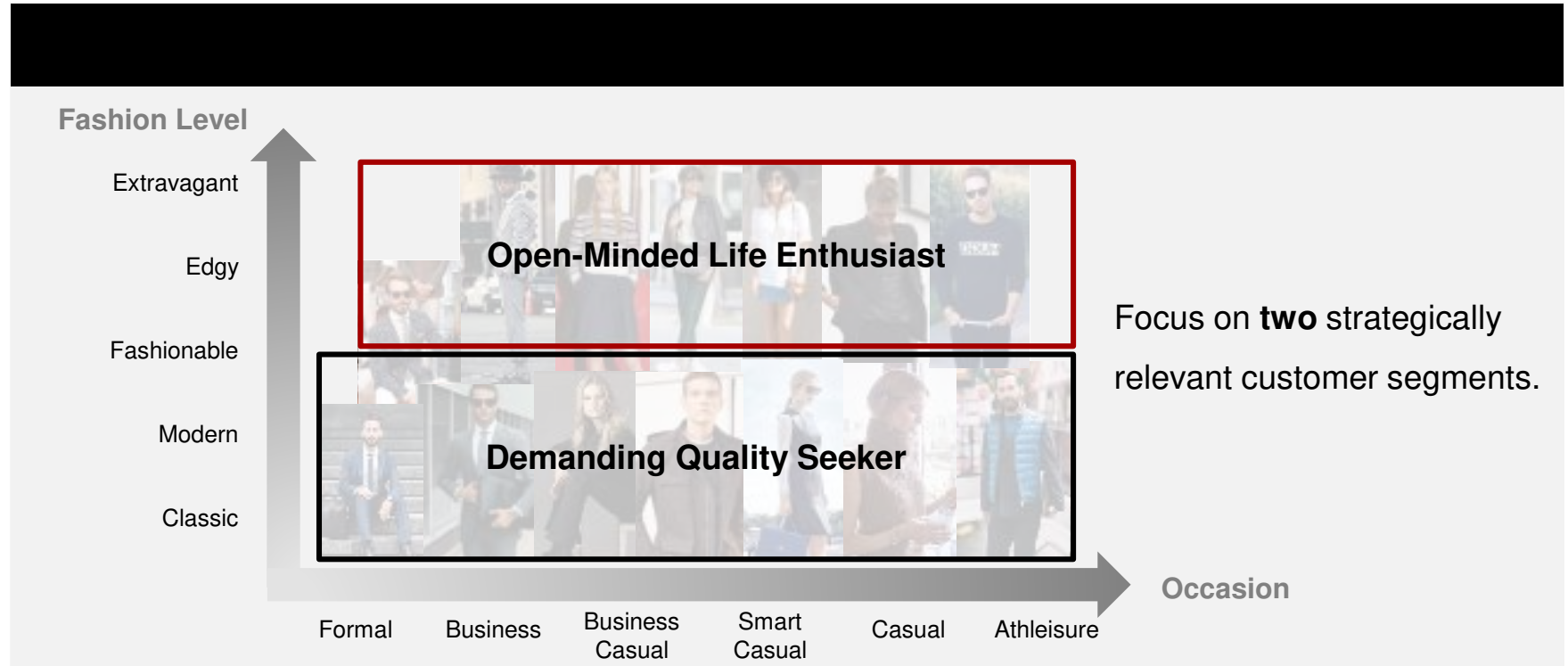
#IAMHUGO



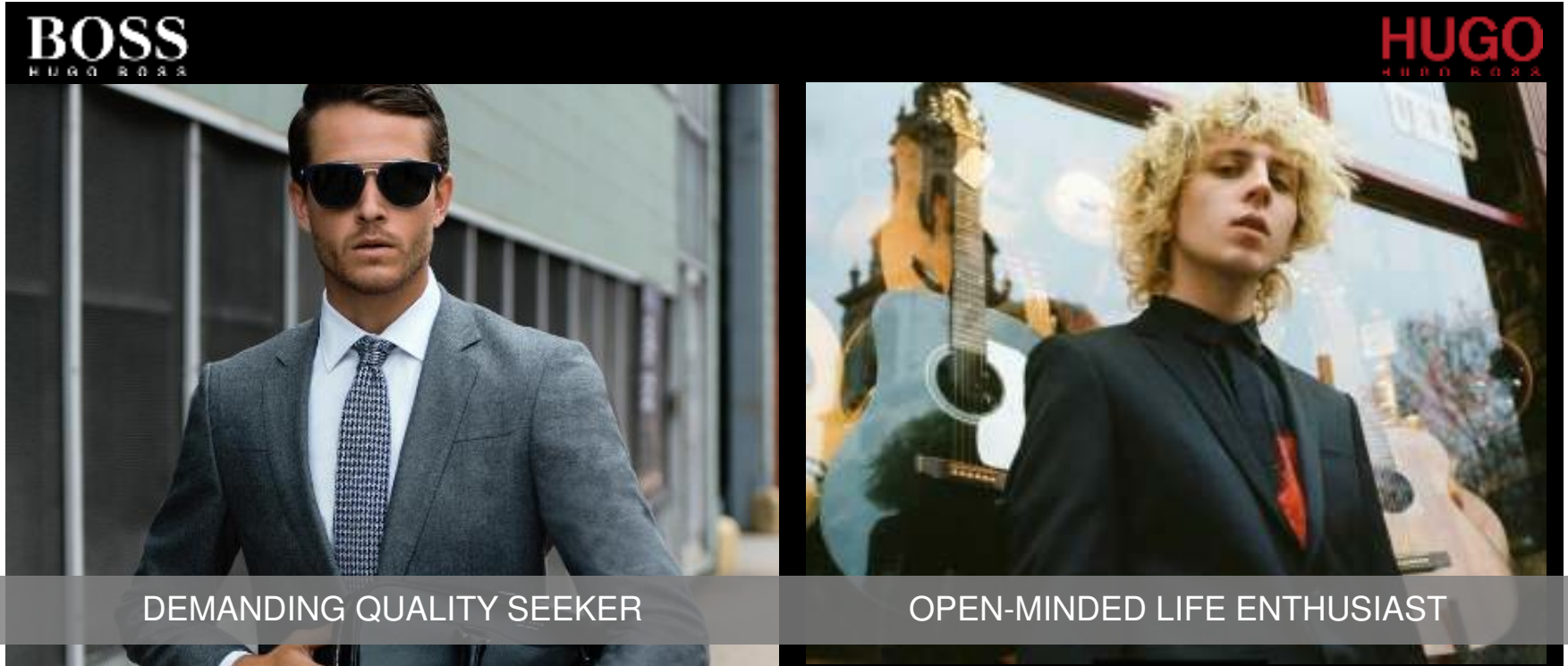
TWO BRAND IDENTITIES

Video streaming at the conference.

Two strategically relevant customer segments identified



Two customer segments identified fit BOSS and HUGO perfectly



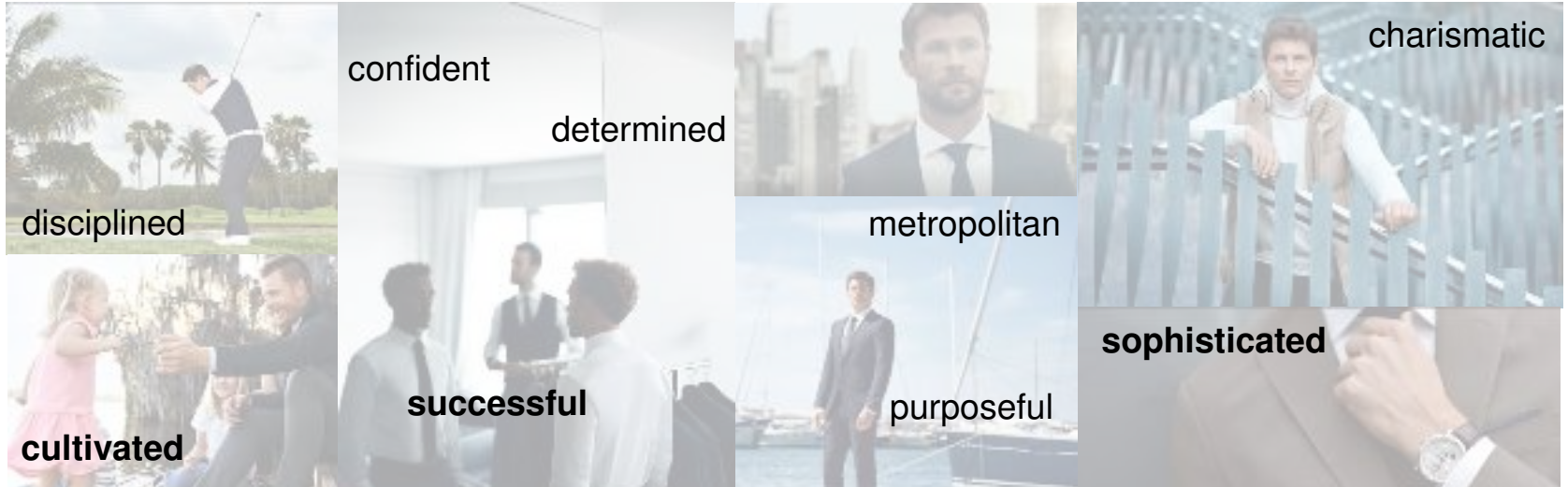
Two personas give the BOSS and HUGO target customer a face

BOSS HUGO BOSS	HUGO HUGO BOSS
<p>38</p> <p>CONSULTANT</p> <p>MARRIED TWO CHILDREN</p> <p>LONDON</p>	<p>29</p> <p>FOUNDER OF A START-UP</p> <p>SINGLE</p> <p>BERLIN</p>
<p>DEMANDING QUALITY SEEKER</p>	<p>OPEN-MINDED LIFE ENTHUSIAST</p>

Two customers – Two different lifestyles

BOSS
HUGO BOSS AG

BOSS LIFESTYLE WORLD

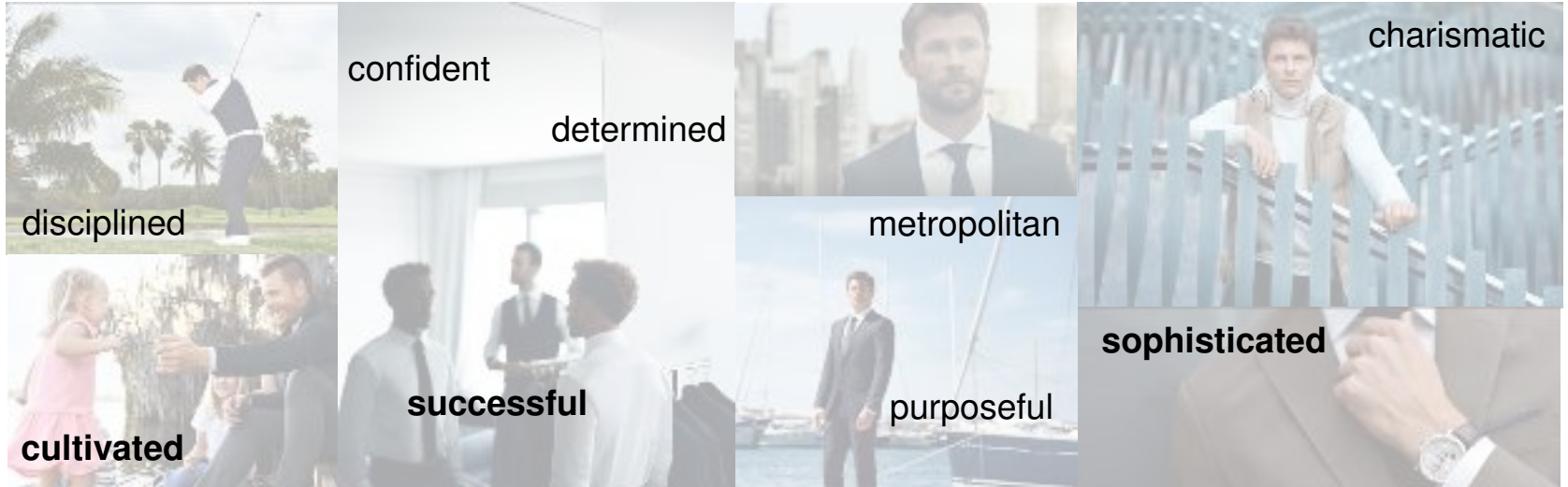


THE BOSS MAN MAINTAINS AN ACTIVE AND HIGH QUALITY LIFESTYLE

Two customers – Two different lifestyles

BOSS
HUGO BOSS AG

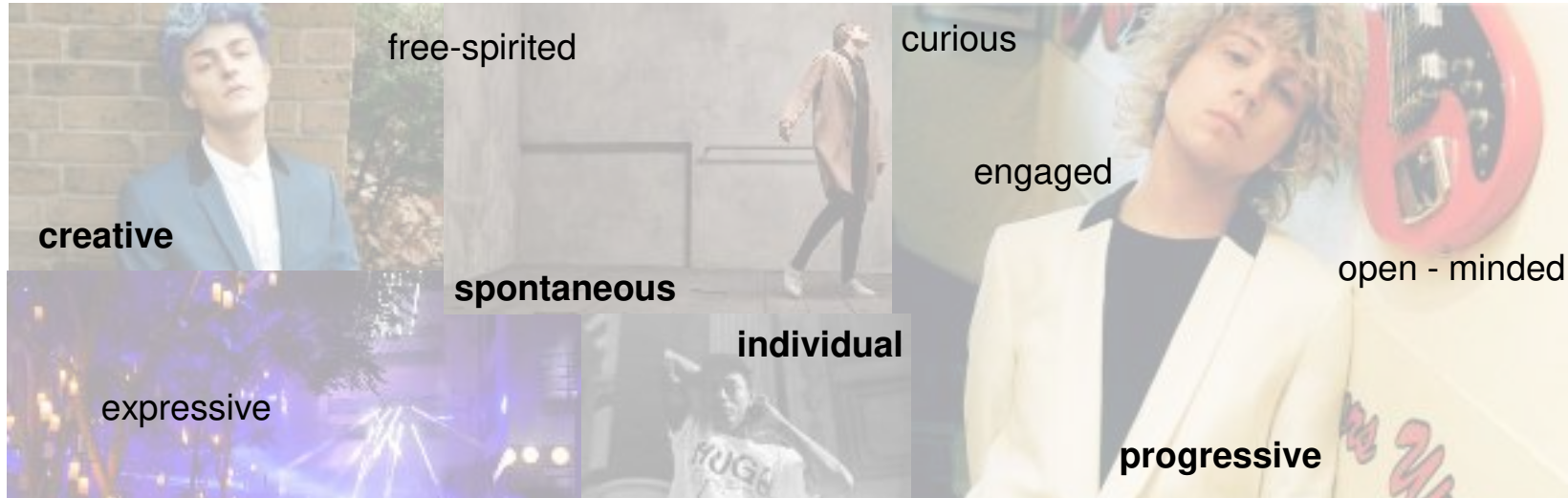
BOSS LIFESTYLE WORLD



THE BOSS MAN MAINTAINS AN ACTIVE AND HIGH QUALITY LIFESTYLE

Two customers – Two different lifestyles

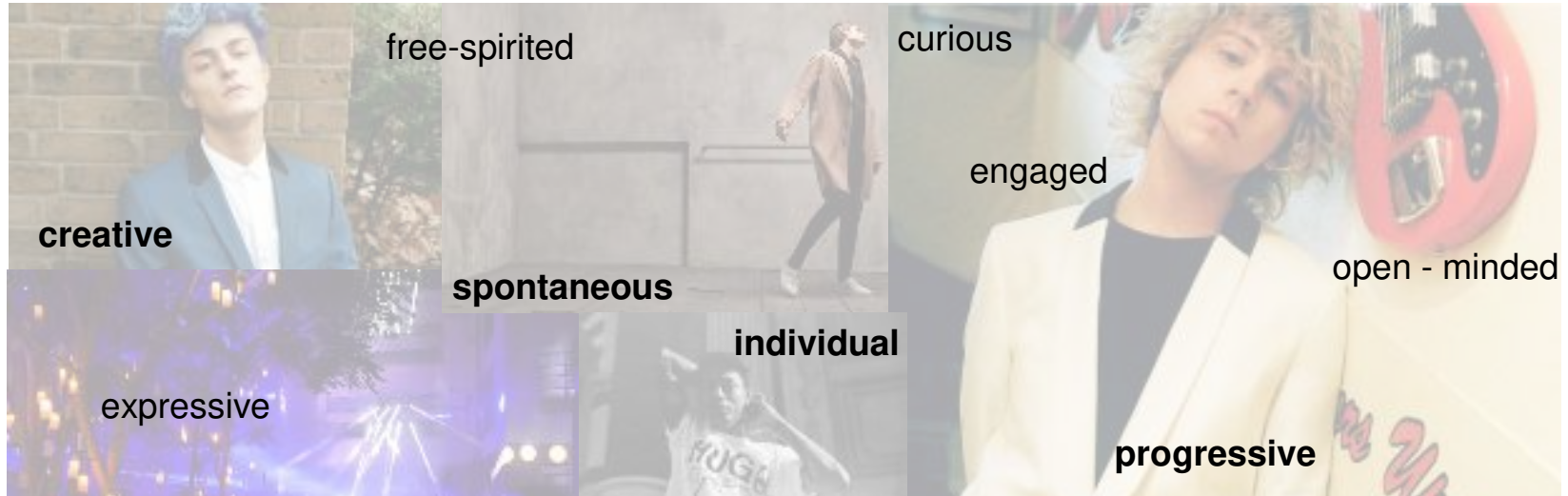
HUGO LIFESTYLE WORLD



THE HUGO MAN MAINTAINS AN URBAN AND SOCIAL LIFESTYLE

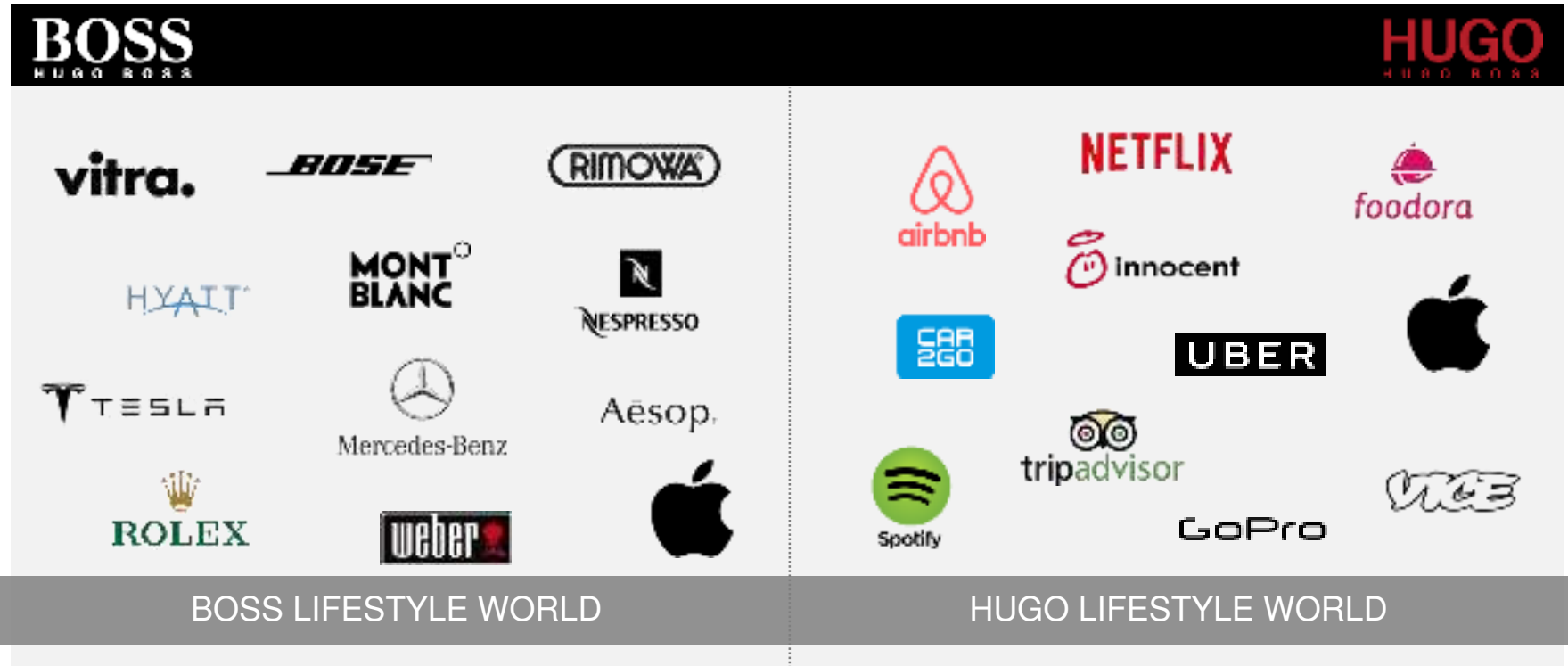
Two customers – Two different lifestyles

HUGO LIFESTYLE WORLD




THE HUGO MAN MAINTAINS AN URBAN AND SOCIAL LIFESTYLE

Two customers – two different lifestyles



BOSS and HUGO customers have different attitudes towards fashion

BOSS
HUGO BOSS



Status-oriented,
traditional, rational

Classic, modern,
sophisticated

Highest quality,
personal assistance

Retail & department
stores, online

ATTITUDE

STYLE

EXPECTS

SHOPPING

Open-minded,
individual, spontaneous

Fashion-forward,
contemporary, progressive

Latest fashion trends,
urban atmosphere

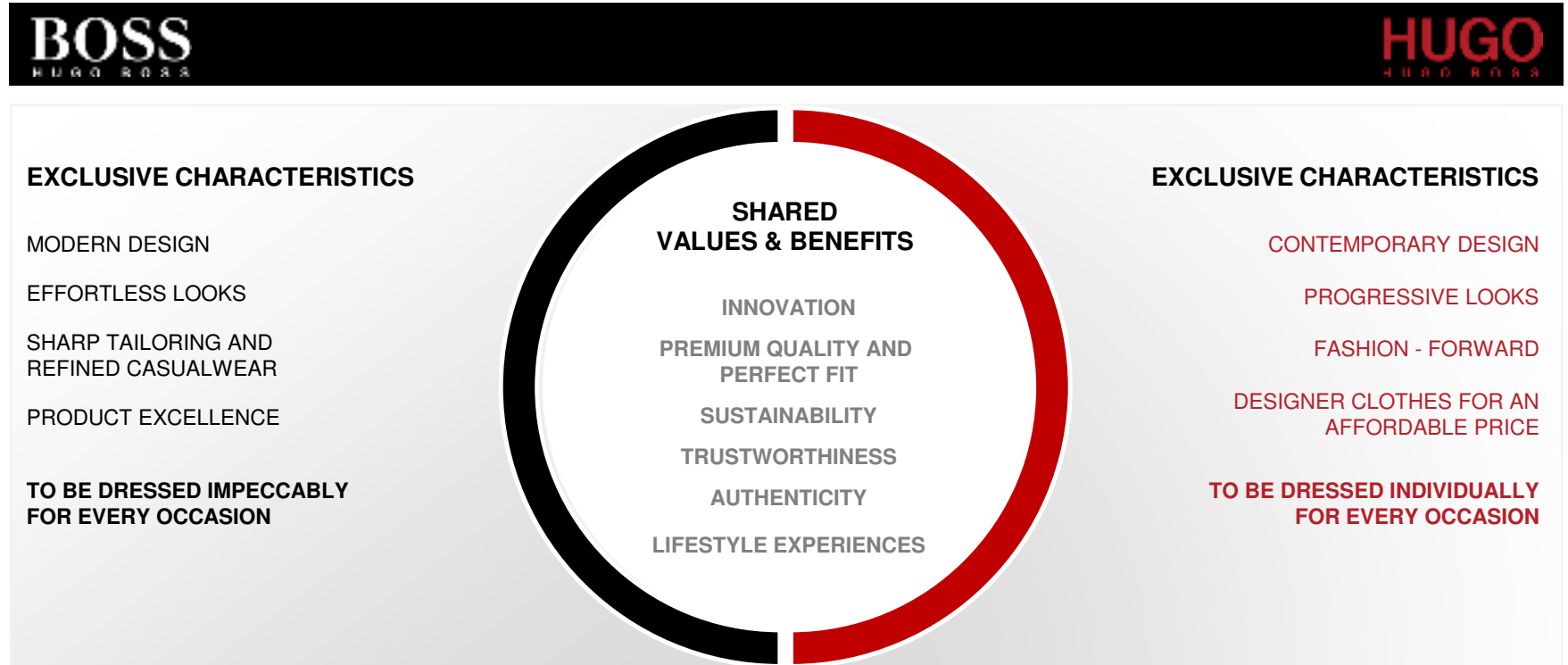
Online, mobile,
retail & department stores



DEMANDING QUALITY SEEKER

OPEN-MINDED LIFE ENTHUSIAST

BOSS and HUGO are distinct brands based on a common set of values



BOSS and HUGO brand set serves every occasion

BOSS
HUGO BOSS

■ BUSINESS

■ CASUAL

■ ATHLEISURE

UPPER PREMIUM BRAND

HUGO
HUGO BOSS

BUSINESS

CASUAL

PREMIUM BRAND

Agenda

1

BRAND POSITIONING

2

360° BRAND EXPERIENCE

3

KEY MESSAGES


360° approach ensures consistent brand experience


BOSS
HUGO BOSS




CAMPAIGN, LOOKBOOK & WINDOW DESIGN ALIGNMENT FALL/WINTER COLLECTION 2017

New three-tiered communications approach






**GLOBAL
CAMPAIGN**



**COMMERCIAL
CAMPAIGN**



**PRODUCT
STATEMENT**

“I FEEL INSPIRED”

“THIS COULD BE FOR ME”

“I WANT THIS PIECE”

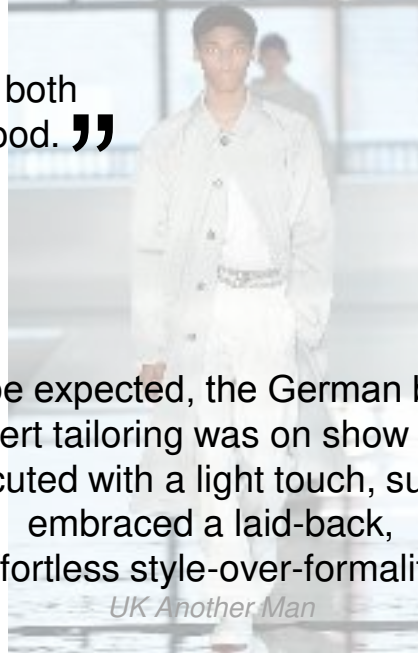
Video streaming at the conference.

Successful BOSS Menswear fashion show in New York

BOSS
HUGO BOSS

“The Tailoring here was both prominent and very good.”

UK 10 Magazine



“As to be expected, the German brand’s expert tailoring was on show but, executed with a light touch, suiting embraced a laid-back, effortless style-over-formality.”

UK Another Man



“Around these keystone tailoring pieces Wilts charted an entertaining enough course through his vision of luxury urban casualwear.”

USA VOGUE Runway

New three-tiered communications approach

BOSS
HUGO BOSS

THE SUMMER OF EASE

GLOBAL CAMPAIGN



COMMERCIAL CAMPAIGN



PRODUCT STATEMENT



BOSS Menswear collection spans three wearing occasions

BOSS HUGO BOSS	BUSINESS	CASUAL	ATHLEISURE
			

DRESSED IMPECCABLY FOR EVERY OCCASION

BOSS Womenswear collection consists of Business and Casual

BOSS
HUGO BOSS

BUSINESS

CASUAL



DRESSED IMPECCABLY FOR EVERY OCCASION

Video streaming at the conference.

HUGO fashion show in Florence receives a lot of attention



Business and Casual form HUGO Menswear...

BUSINESS

CASUAL

HUGO
BOSS



GLOBALLY ENGAGED – ALWAYS CURIOUS – AUTHENTICALLY EXPRESSIVE

...and HUGO Womenswear collections

BUSINESS

CASUAL

HUGO
BOSS




GLOBALLY ENGAGED – ALWAYS CURIOUS – AUTHENTICALLY EXPRESSIVE

Strong characters typify two different brand personalities

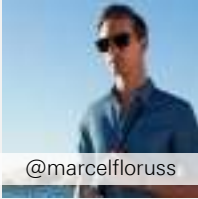
BOSS
HUGO BOSS

INFLUENCERS


HUGO
HUGO BOSS




@iamgalla



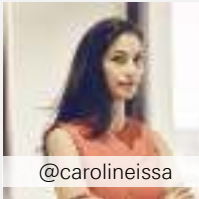
@marcelfloruss




@thebluejoris




@knwng




@carolineissa



@pernilleteisbaek

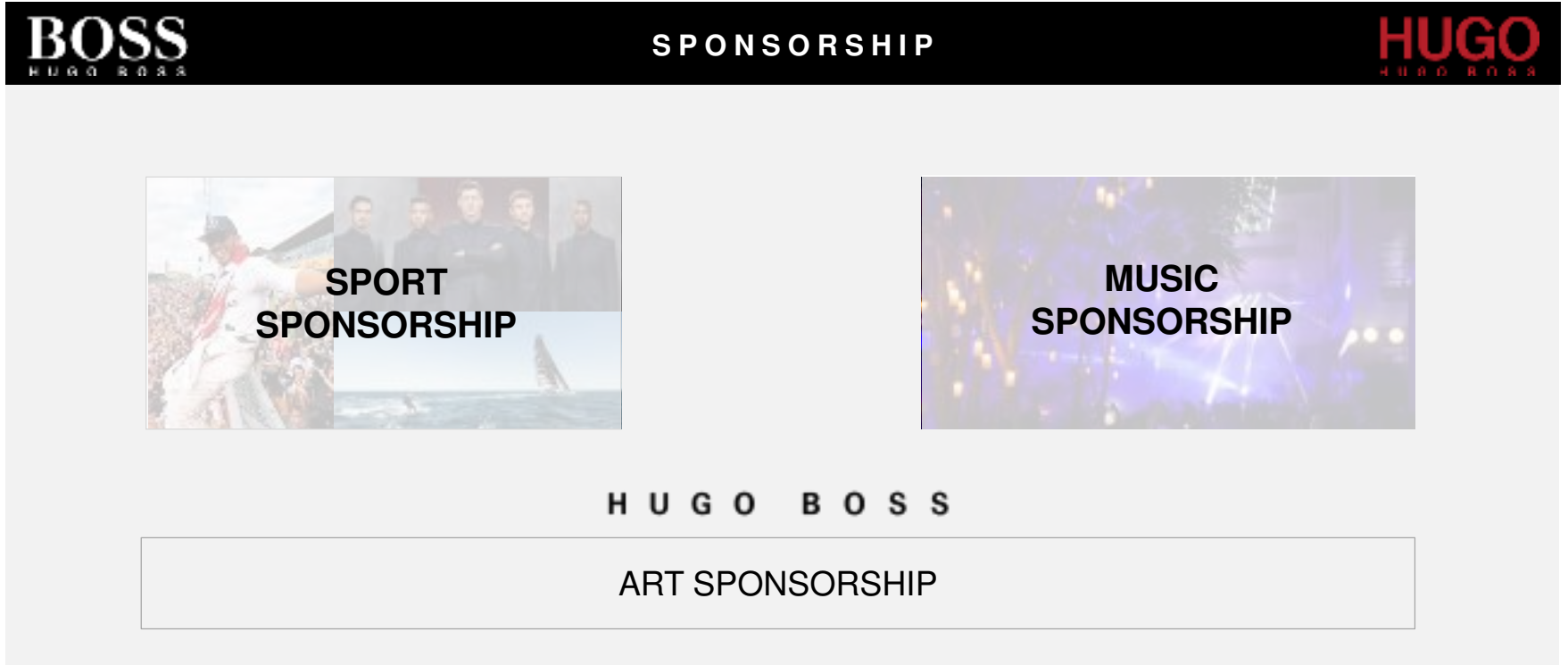


@iamkareno



@love_aesthetics

Brand values determine sponsorship focus of BOSS and HUGO



Agenda

1

BRAND POSITIONING

2

360° BRAND EXPERIENCE

3

KEY MESSAGES

Bringing the two distinct brand worlds to life



BOSS and HUGO are distinct brands but share the same core values

BOSS and HUGO customers live two different lifestyles

360° approach creates consistent customer experience across all touchpoints

H U G O B O S S