

HUGO BOSS

Press Release

Preliminary results on the first quarter 2005

Sales up by 14%

Net income grows by 17%

Metzingen. The HUGO BOSS fashion group recorded an increase in sales of 14% to EUR 406 million (Q1 2004: EUR 357 million) in the first quarter of fiscal 2005. Sales increased by 15% when adjusted for currency effects. The HUGO BOSS Group has thus continued the sales growth of the preceding quarters.

BOSS Woman in particular maintained its dynamic growth, increasing sales by 37% to EUR 26 million (Q1 2004: EUR 19 million).

Earnings before interest and taxes (EBIT) grew by 13% to EUR 77 million (Q1 2004: EUR 68 million). Net income rose by 17% to EUR 52 million in the first quarter (Q1 2004: EUR 44 million). Cash flow increased by 36% to EUR 61 million (Q1 2004: EUR 45 million). Free cash flow before dividend distribution increased to EUR 28 million (Q1 2004: EUR 2 million).

“We once again significantly outperformed the overall fashion market in the first quarter of 2005,” stated Dr. Bruno Sälzer, Chairman of HUGO BOSS AG’s Managing Board.

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The Managing Board of HUGO BOSS AG is forecasting an increase in currency-adjusted sales of 10% for 2005 as a whole. Net income is expected to increase to EUR 100 million (2004: EUR 88 million).

Additional information on HUGO BOSS AG and the 2004 Annual Report may be found online on our website: www.hugoboss.com.

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