

HUGO BOSS

Press Release

HUGO BOSS confirms first quarter results 2005:

Sales up by 14%, adjusted for currency effects by 15%

EBIT up by 14%

Net income increases by 17%

Metzingen. The HUGO BOSS fashion group confirmed the preliminary results published last Wednesday concerning first quarter results of 2005: Sales rose by 14% to EUR 406 million (Q1 2004: EUR 357 million). Sales increased by 15% when adjusted for currency effects. The HUGO BOSS Group has thus continued its sales growth of the preceding fiscal year.

BOSS Woman was very successful in maintaining its dynamic worldwide growth trend, increasing sales by 37% to EUR 26 million (Q1 2004: EUR 19 million).

Sales of the HUGO BOSS Group in Europe climbed by 12% to EUR 297 million (Q1 2004: EUR 265 million). At EUR 84 million, sales increased by around 5% in the German fashion market (Q1 2004: EUR 80 million).

In the U.S., HUGO BOSS also experienced significant sales growth of 23% in local currency, or 17% in euros, to EUR 40 million as of the end of the first quarter of 2005 (Q1 2004: EUR 34 million).

HUGO BOSS was able to continue the growth trend in Asia/other regions and to strengthen its position in those markets. Sales rose by 28% to EUR 42 million (Q1 2004: EUR 33 million), or 32% when adjusted for currency effects.

HUGO BOSS

Earnings before interest and taxes (EBIT) grew by 14% to EUR 77 million (Q1 2004: EUR 68 million). Net income rose by 17% to EUR 52 million at the end of the first quarter 2005 (Q1 2004: EUR 44 million).

Cash flow increased by 36% to EUR 61 million (Q1 2004: EUR 45 million) and free cash flow before dividends rose to EUR 28 million (Q1 2004: EUR 2 million).

For 2005 as a whole, the Managing Board of HUGO BOSS AG is forecasting an increase of 10% in Group sales on a currency-adjusted basis. Net income should increase to EUR 100 million (2004: EUR 88 million).

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

Please address queries to:

Philipp Wolff

Director of Communication

Phone: +49 (0) 7123 94-2375

Fax: +49 (0) 7123 94-2051

E-mail: Philipp_Wolff@hugoboss.com

Christoph Löhcke

Head of Investor Relations

Phone: +49 (0) 7123 94-2552

Fax: +49 (0) 7123 94-2018

E-mail: Christoph_Loehrke@hugoboss.com

April 28, 2005