

Press Release

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**HUGO BOSS awards exclusive jewelry license to
Swarovski subsidiary Amazar Holding AG**

Metzingen/Zug, March 21, 2007. HUGO BOSS Trade Mark Management GmbH & Co. KG, which is part of the HUGO BOSS Group, has entered into a jewelry license agreement with the Swarovski Group subsidiary Amazar Holding AG for a six-year term commencing March 1, 2007.

The exclusive license covers the production and worldwide distribution of quality fashion jewelry collections for men and women under the BOSS brand name. Designed to correspond to the distinctive positioning of the individual BOSS fashion lines, there will be jewelry collections for Him and Her: elegant pieces from BOSS Black, eclectic looks from BOSS Orange, and luxury cufflinks from the BOSS Selection men's line.

"Accessories are a key growth segment for HUGO BOSS, one we have been focusing on and consistently expanding for several years now. Extending our product portfolio to include exclusive fashion jewelry represents a logical next step," said Dr. Bruno Sälzer, Chairman of the Managing Board of HUGO BOSS AG, emphasizing the strategic significance of the new license agreement. "In Swarovski we have found a partner that, like HUGO BOSS, stands for innovation and quality. We are confident of achieving joint success and look forward to a long-term association."

HUGO BOSS

Daniel Cohen, Member of the Executive Board of Swarovski's Crystal Business and President of the Amazar Holding AG Board of Directors, adds: "Via our subsidiary Amazar, we are addressing new and very promising segments beyond the core crystal business of the 'Swarovski' brand. Building on our competence in fashion jewelry, we will be creating exclusive collections reflecting the identity and signature design of the individual BOSS fashion lines. In this respect we are looking forward enthusiastically to a long-term partnership with HUGO BOSS."

The very first jewelry collection for BOSS Black and BOSS Orange will be presented in Spring 2008, and made available worldwide at HUGO BOSS Stores and other exclusive department and jewelry store venues starting in July 2008.

Further information on HUGO BOSS can be found on our website at www.hugoboss.com.

If you have any questions, please contact:

Philipp Wolff

Director of Communication

Phone: +49 (0) 7123 94-2375

Fax: +49 (0) 7123 94-2051

Christoph Löhcke

Head of Investor Relations

Phone: +49 (0) 7123 94-2552

Fax: +49 (0) 7123 94-2035