

HUGO BOSS

Press Release

Personnel changes in the Managing Board of HUGO BOSS AG

Metzingen, May 28, 2009. The Supervisory Board of HUGO BOSS AG has announced that Mr. Auhagen has been appointed as a member of HUGO BOSS's managing board. As the future Chief Brand Officer (CBO), Mr. Auhagen will be responsible for the development and product-relevant control of the HUGO BOSS group's brands. The date on which Mr. Auhagen will start his duties will be announced at a later time.

Since the beginning of 2007, Christoph Auhagen has been Senior Vice President at Esprit and is responsible for the global position of the brand in terms of product development and acquisition, as well as the system-supported design of the collection for global retail and wholesale distribution. Previously, Mr. Auhagen was the Managing Director of Sales & Marketing at Gerry Weber International AG.

"Christoph Auhagen possesses a profound knowledge of the areas of product development and brand positioning in various international fashion companies and, during his work, has acquired a knowledge of the vertical development and marketing of collections in the various distribution channels. We are convinced that he will be an outstanding addition to the company's managing board", said Dr. Hellmut Albrecht, Chairman of the HUGO BOSS AG's supervisory board.

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

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