



Press Information

HUGO BOSS streamlines its brand structure and strengthens the core brand BOSS

Metzingen, July 11, 2012. With the positive evolution of the BOSS Selection brand in recent years, the Group has firmly established and consolidated its competence in the luxury segment for apparel and accessories. Now management is planning the next step, which will see the BOSS Selection range merged with the BOSS core brand.

"This move underscores the luxury and premium standards of our core brand BOSS and simultaneously enhances the uniqueness and clarity of our global brand image," explained Claus-Dietrich Lahrs, CEO and Chairman of the Managing Board at HUGO BOSS AG. "At the same time we are also responding to our customers' desire to find an impactful range of luxury products in our core brand BOSS with its strong international profile."

This strategy has already been implemented very effectively in the new flagship stores in Paris, Beijing, London and Taipei. At these venues customers experience a holistic brand presentation that guides them through the various collections – from tailored fashions and sportswear through to the accessories and womenswear.

Flanking this process inside the company, the creative departments within the BOSS brand are being centralized. As a result, Kevin Lobo will be responsible for the collection areas Clothing/Dress Furnishing and Bernd Keller for Sportswear. This model was successfully introduced a good year ago in the Group's womenswear operations, with Eyan Allen at the helm for all the brands today.



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

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