

HUGO BOSS

Press Release

HUGO BOSS and the Parsons School of Design announce the Winners of the “HUGO BOSS - Circular Systems and Strategy” Course

Metzingen/New York, May 16, 2018. HUGO BOSS has completed a sixteen-week course on sustainable fashion design and innovation in conjunction with the renowned Parsons School of Design at The New School in New York. It is the second time for the two partners to collaborate after the initiation of a first workshop in 2017. To promote the exchange between the different disciplines, the project was open to students of various subject areas within the school, from fashion design to business. Today saw the announcement of the winning group of the “HUGO BOSS - Circular Systems and Strategy” course.

As a signatory of the Global Fashion Agenda’s call on fashion brands and retailers to sign a commitment to accelerate the transition to a circular fashion system, HUGO BOSS dedicated the workshop to this holistic approach. "We want to foster a passion for fashion, innovation and sustainability among the new generation of talents, and with Parsons, we have an outstanding partner at our side," explains Ingo Wilts, Chief Brand Officer at HUGO BOSS AG.

The competition focused on the exchange of knowledge, ideas, and experiences between HUGO BOSS and the students in order to create a platform for developing groundbreaking design solutions and products. The task for the students was to create a premium circularity approach for the BOSS Menswear, including the creation of an outfit and a prototype per group together with a marketing and distribution concept. The goal is to further boost innovation and sustainability as product qualities at HUGO BOSS, while simultaneously attracting gifted young talents with unconventional ideas to the company.

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The stipends connected to the course are \$12,000 for the winning team, \$6,000 for the runner-up group and \$3,000 for the third position. The concepts elaborated will also be displayed in one of the BOSS stores in New York this year. In addition, all participants will have the opportunity to extend their work experience with the global fashion Group, enabling them to gain further insights into the strategic and practical implementation of innovation and sustainability at the company. All in all, 20 students from the BFA Fashion and BBA Design Management programs took part in the project.

The course is a feature of HUGO BOSS' partnership with Parsons, which began in 2014. Since then the Group has been awarding the HUGO BOSS Fashion Collection Prize, a wide-ranging program of bursaries for junior and senior students enrolled in the school's BFA Fashion Design program.

About HUGO BOSS

The HUGO BOSS Group is one of the leading companies in the upper premium segment of the apparel market that focuses on the development and marketing of premium fashion and accessories for men and women. The product portfolio offers menswear, womenswear, kidswear, as well as licensed fragrances, eyewear, watches, children's fashion and home textiles.

With its roots in classic tailoring the menswear and womenswear collections of BOSS provide a versatile fashion range with a rich array of elegant "modern classics" in business, leisure and formalwear. BOSS Orange offers casual collections for men and women who enjoy dressing in style. BOSS Green links fashion, lifestyle and function, delivering distinctive, dynamic looks in impactful colors. HUGO sets contemporary design trends for men and women. The looks are progressive and edgy with an urban attitude.

About Parsons School of Design

Parsons School of Design, founded in 1896, is one of the leading institutions for art and design education in the world. Based in New York but active around the world,

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the school offers undergraduate and graduate programs in the full spectrum of art and design disciplines, as well as online courses, degree and certificate programs. Critical thinking and collaboration are at the heart of a Parsons education. Parsons graduates are leaders in their respective fields, with a shared commitment to creatively and critically addressing the complexities of life in the 21st century.

High-resolution images can be found under the following link:

http://press-service.hugoboss.com/collections/Images_Workshop

Further information on the company can be found at group.hugoboss.com. For the latest news on our collections, visit hugoboss.com.

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