

Unleash Retail Excellence: The HUGO BOSS Retail Academy Fuelling Success

To serve as a crucial next step in one's career, HUGO BOSS Retail Academy is designed to elevate sales professionals to new heights, equipping them with essential skills and knowledge for long-term success.



Global training excellence

HUGO BOSS Retail Academy led by expert trainers

Fuel success

Enhancing sales performance and customer service with targeted training

Sustainable knowledge, exceptional service

Deliver outstanding customer experiences with valuable insights

5 days to mastery

interactive sessions covering products, sales skills, teamwork, and self-reflection

Empowering Brand Ambassadors for Store Success at HUGO BOSS

Elevate sales expertise

Boost knowledge and skills in essential sales areas, exceeding customer expectations

Embody brand values

Immerse in interactive experiences to integrate and live the core values of HUGO BOSS in daily work

Foster collaboration

Strengthen teamwork and cross-functional cohesion between employees and HUGO BOSS

Global training, local impact

Empower brand ambassadors through a standardized yet adaptable training concept tailored to store needs