



Press Release

## **Grand Reopening of the BOSS Flagship Store on the Champs-Élysées**

Metzingen, October 7, 2019. Last weekend, HUGO BOSS unveiled its newly refurbished BOSS flagship store at the heart of the most beautiful avenue in Paris, seven years after its last renovation. During more than seven months of renovation work, the store remained open and was refurbished in four different phases while allowing customers to explore the collections and store as usual.

"Reopening the BOSS store on the Champs-Élysées is a milestone in our retail endeavors. I am very happy with the result, which translates the creative vision of the brand to this location," says Mark Langer, CEO of HUGO BOSS AG.

### About the new store

With over 1,200 square meters of retail space, the Champs-Élysées store is the largest BOSS flagship store in the world. It is also one of the first of its kind to feature a special interior design concept that seamlessly integrates the online and offline worlds, allowing for new forms of customer interaction. Furniture with interactive features offers customers the chance to discover the complete collection digitally, and inspires them with editorial content.

A Click & Collect service will be installed on the mezzanine level, where customers who have ordered online can pick up their products, while also discovering the store's new design and the latest collections.

The open layout of the floors highlights the light materials and colors used, such as a stone floor with a marble effect, light oak wood and white marble platforms. The lighting concept gives the store an even more open look thanks to the numerous skylights and large windows which open up to views of the outside world. Backlit walls add additional light and depth to the space.



The seating was specially developed for the Champs-Élysées store and inspired by the style of Pierre Paulin, the designer behind the decoration of part of the Palais de l'Élysées in the 1970s and 1980s. The color combination of the armchairs and tables, in blue and pink velvet with black and gold contrasting touches, is also unique. Combined with lighter shades, the overall impression accentuates the lounge-like atmosphere.

#### The staircase

The most important part of the renovation was the relocation of the staircase to the entrance of the store, making it a central feature, leading to the mezzanine and lower level. This new location gives the store a whole new look, inviting visitors to discover the entirety of the store as soon as they enter.

The staircase is highlighted with six gilded metal mesh installations suspended from the ceiling, which were inspired by wings and were created especially for the store. These installations seem to levitate above visitors, while their downward position invites guests to explore the lower level. Two big LED screens, also visible from outside the building, were installed along the staircase and display BOSS fashion shows and other brand-related content.

The store features the complete BOSS collections for men and women, including the special services BOSS Made to Measure and BOSS Made for Me. The complete selection of the BOSS Made for Me products is presented for the first time in a dedicated area on the mezzanine level.

High-resolution images can be downloaded from the following link: <https://we.tl/t-Kjn0N98nk0>



Discover the new store from October 5 at 115, avenue des Champs-Élysées.

Technical data:

- Net area: 1,226.30 m<sup>2</sup>
- Reopening: Saturday, October 5, 2019
- Presents BOSS Menswear and BOSS Womenswear including shoes and accessories

Store layout:

- Ground floor: BOSS Womenswear (including shoes and accessories), BOSS Men's Sportswear (including shoes and accessories)
- Mezzanine: personalization area Customer Services.
- Lower level: BOSS Menswear, BOSS Made to Measure, BOSS Made For Me and shoes and accessories

Further information on the company can be found at [group.hugoboss.com](http://group.hugoboss.com). For the latest news on our collections, visit [hugoboss.com](http://hugoboss.com).

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