

HUGO BOSS

Press Release

HUGO BOSS digitalizes collection development and distribution

Metzingen, October 13, 2020. The Pre-Fall 21 season features the first collection presented by HUGO BOSS to be developed digitally from start to finish. It can be ordered by wholesalers from tomorrow, and will be out on sales floors from April of next year. With 105 pieces in total, the new collection spans all the product groups, encompassing apparel, footwear and accessories. Product development was completely digital – from the initial sketches, through the selection of fabrics and colors, all the way to prototyping and the finished collection.

To lay the groundwork for the digital transformation of its product development and sales, HUGO BOSS had already launched a project entitled "Mission 3D" in 2017. With the digital Pre-Fall 21 BOSS Men's Casualwear Collection, the Group is now taking a major step to accelerate the digitalization process. HUGO BOSS has set itself the goal of developing some 80% of its collections on an exclusively electronic basis by 2022.

"This Pre-Fall 21 BOSS Men's Casualwear Collection makes us one of the first in the fashion industry to create a complete digital universe that extends from collection development to ordering," says Ingo Wilts, Chief Brand Officer at HUGO BOSS AG. "Avatars perform the roles of models, with the digital lookbook marking an important step forward in our cooperation with partners."

Developed in-house, the electronic work processes give HUGO BOSS greater flexibility throughout the value-creation chain, facilitating shorter go-to-market times and faster responses to consumer trends. What is more, the Group can accommodate the needs of its trading partners at lower cost and with greater adaptability, e.g. by reducing sample costs and offering additional options when it

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comes to combining cuts and fabrics. Sustainability aspects also number among the definite advantages of this new direction.

"The ongoing developments in this area will lead to more sustainable creative workflows. Electronic work processes enable our design teams to visualize an entire array of ideas and designs with a simple click," says Wilts. "This approach will generate endless opportunities to put creative concepts into practice; ultimately, it will further reinforce the collections' success and bring customer needs more sharply into focus."

The new digital showroom and lookbook will be the key sales tools in this context. The avatars, styling and virtual environments will interface to evoke and communicate the brand image and collection statement – from the overall look and feel all the way to the poses. This is made possible by high-resolution renderings that show the folds and structure of the fabrics, providing a virtual insight into how they will fall in the final piece.

If you have any questions, please contact:

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