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HUGO BOSS IMPLEMENTS POWERHOUSE STRUCTURE AND APPOINTS SENIOR VICE PRESIDENT BUSINESS UNIT WOMENSWEAR

HUGO BOSS is establishing a new organizational structure with two dedicated powerhouses for menswear and womenswear. The new setup is designed to ensure gender-specific expertise across all brand and product areas, unlock synergies, and drive efficiency and collaboration between the two brands, BOSS and HUGO. It thereby supports the company's CLAIM 5 TOUCHDOWN strategy introduced in December and lays the foundation for future growth, especially in the womenswear area.

As part of this transformation, Kerstin Dorst will assume the newly created role of Senior Vice President Business Unit Womenswear as of January 15, reporting into HUGO BOSS Chief Sales Officer and Deputy CEO Oliver Timm. Dorst joins HUGO BOSS from Tory Burch, where she spent more than 10 years in New York and played a key role in growing the brand's main collection and sportswear. Prior to Tory Burch, she worked at Adidas for over five years in Germany and Asia, contributing to the launch of the brand's SLVR premium sportswear line, among others. In her new role, Dorst will also oversee the creative direction for womenswear collections, working closely with Marco Falcioni, HUGO BOSS Creative Director.

"With the new organizational structure, we are reshaping our business units to strengthen our focus on womenswear and lay the foundation for future growth. The new set-up will enable us to address gender-specific preferences even better and to deliver collections with a true customer centric approach in both areas in the future," said Oliver Timm, Chief Sales Officer and Deputy CEO of HUGO BOSS. "In this context, I am pleased to welcome Kerstin Dorst in the newly created role for womenswear. Her extensive international experience and profound expertise will play a key role in taking our womenswear business to the next level in the years to come."

The BOSS Menswear business will continue to be led by Christian Schwinn, who will additionally take on responsibility for HUGO Menswear as Senior Vice President Business Unit Menswear.

If you have any questions, please contact

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