Press Release

HUGO BOSS

Metzingen, November 12, 2026

DANIEL GRIEDER DECIDES TO STEP DOWN AS CEO AND HANDS OVER TO DAVID EPSTEIN

Daniel Grieder has decided to step down as Chief Executive Officer of HUGO BOSS and will leave the company at his own request, effective December 31, 2026. Following his decision, the Supervisory Board has appointed David Epstein as Chief Executive Officer, effective January 1, 2027.

"Looking back, what makes me proudest is what our teams accomplished over the past years. Together, we have brought BOSS and HUGO back on stage, built a 24/7 lifestyle product offering, redesigned our stores worldwide, and renewed our culture and the way we work. I am deeply grateful to everyone who made this possible. With this strong foundation in place, I am convinced that now is the right time for me to step down and hand over to the next generation of leadership. It has been an honor to lead HUGO BOSS, and I will always feel connected to its people and brands," says Daniel Grieder, Chief Executive Officer of HUGO BOSS.

Since taking office in June 2021, Daniel Grieder has led the transformation of HUGO BOSS under the CLAIM 5 strategy. The relaunch of BOSS and HUGO brought fresh energy to both brands, with distinct identities, a contemporary visual language, and global campaigns reaching a younger, broader audience. Alongside these changes, HUGO BOSS elevated its distribution and partner network and built an omnichannel platform connecting its stores with the digital business. The company also modernized and expanded its campus in Metzingen, and integrated the Digital Campus in Porto, bringing digital expertise closer to teams around the globe.

"On behalf of the Supervisory Board, I would like to sincerely thank Daniel for his dedication and his contribution to HUGO BOSS. Under his leadership, the company sharpened its positioning and renewed the way the brands connect with customers around the world. We respect his decision to step down," says Michael Murray, Chairman of the Supervisory Board of HUGO BOSS.

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"On behalf of all employees at HUGO BOSS, I would like to thank Daniel for his passion for the company, its people, and brands during his time with us. We wish him only the best for the future", says Sinan Piskin, Deputy Chairman of the Supervisory Board of HUGO BOSS and representative of the employees, and adds: "In our talks over the past months, Michael as Chairman has continuously shown his commitment to HUGO BOSS's headquarters and locations in and around Metzingen, which is a promising basis to build on in the new leadership constellation."

"David Epstein combines a deep understanding of global brands with extensive experience in premium and luxury retail. He knows what it takes to build strong brands, elevate the consumer experience, and drive a business forward. I am convinced that he will bring valuable new perspectives to HUGO BOSS while building on the company's strong foundation," says Michael Murray, Chairman of the Supervisory Board of HUGO BOSS.

David Epstein joins HUGO BOSS from Frasers Group, where he has served as Chief Brand Partnerships Officer since 2024, overseeing brand partnerships across its Sport, Premium, and Luxury businesses. During more than ten years with Frasers Group, he helped advance its Elevation Strategy, develop brand partnerships, and strengthen commercial relationships. Previously, he served as Managing Director of the Group's Premium and Luxury divisions for five years, strengthening their positioning and brand portfolios.

If you have any questions, please contact

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