

Metzingen, September 23, 2024

HUGO CONTINUES TO TAKE RACING OFF-TRACK AND INTO CULTURE FOR THE SINGAPORE GRAND PRIX™

In celebration of the FORMULA 1™ SINGAPORE AIRLINES SINGAPORE GRAND PRIX™ 2024 weekend, HUGO continued to cement its global presence in the world of F1™ with a unique, multi-layered "denim takeover" of the city. From September 17-22, HUGO introduced a striking denim Visa Cash App RB Formula 1™ Team car livery through a series of physical and digital activations that tapped perfectly into the brand's connection to the world of racing as the team's Official Apparel and Eyewear Partner. These bold, immersive experiences showcased the brand's intent to authentically push the boundaries of motorsport's fashion form. They will be accompanied by the upcoming launch of HUGO's new racing game on Roblox universe PLANET HUGO – inspired by the denim theme of the Singapore activation – along with the release of the new HUGO x RB Fall/Winter capsule.

Building on its successful activations for the Miami and Silverstone Grand Prix™ weekends in 2024, the brand kicked off the week leading up to the Singapore Grand Prix™ by teasing the specially designed denim car livery through its digital channels. On September 17, HUGO marked its arrival in the city with a hyper-realistic CGI showcase on social media, featuring an enormous piece of HUGO denim hung from the rooftop of a Singapore skyscraper, complete with sewn-on pockets bearing HUGO branding. Emerging from the pockets was an F1™ car suspended by cables and sporting the striking new denim livery.

The HUGO denim car livery was unveiled through captivating CGI content on both HUGO's and the Visa Cash App RB Formula 1™ Team's digital channels. This began with a thrilling behind-the-scenes glimpse as an F1™ car was dramatically hoisted onto a skyscraper's roof. The breathtaking scene culminated in an exhilarating rooftop presentation, featuring a spectacular 360-degree burnout show that showcased the Visa Cash App RB Formula 1™ Team car's new livery.

As the grand finale to HUGO's "denim takeover", the much-anticipated physical reveal of the denim livery took place at the Singapore Grand Prix™. To complement the design, the Visa Cash App RB Formula One™ Team garage was covered in denim graphics and the entire

Press Release

HUGO CONTINUES TO TAKE RACING OFF-TRACK AND INTO CULTURE FOR THE SINGAPORE GRAND PRIX™

Metzingen, September 23, 2024

Page 2

team wore unique denim-inspired teamwear trackside. The drivers also embraced the denim theme with pre-race and race-day looks centered on the fabric.

Soon after Singapore Grand Prix™ week, on September 25, the brand will launch HUGO FASTER, a high-octane racing experience on [PLANET HUGO](#), HUGO's Roblox realm. With a denim-inspired aesthetic mirroring the newly revealed livery, HUGO FASTER invites players to drive an F1™ car and collect coins to unlock exclusive digital wearables, including Singapore-specific fanwear UGC.

HUGO's innovative, multi-layered activation concept during the Singapore Grand Prix™ reinforced its position in the contemporary fashion world. The brand expanded its presence in both the digital and physical worlds with a series of immersive experiences grounded in culture.

Alongside this, HUGO and the Visa Cash App RB Formula One™ Team are thrilled to announce the launch of the HUGO x RB Fall/Winter collection, characterized by convention-defying style that makes bold statements. Combining references to contemporary tailoring, modern performance wear, and iconic fanwear, the capsule collection and accompanying campaign spotlight the two charismatic Visa Cash App RB Formula One™ Team drivers, Yuki Tsunoda and Daniel Ricciardo, reflecting their raw energy and daring personalities.

The HUGO x RB collection is available at selected HUGO stores worldwide and on [hugoboss.com](#).

High-resolution images can be downloaded here:

Singapore:

<https://press-service.hugoboss.com/press-portal-pages/hugo/fall-winter-2024/Singapore.html>

HUGO x RB:

<https://press-service.hugoboss.com/press-portal-pages/hugo/fall-winter-2024/HUGO-x-RB.html>

Press Release

HUGO CONTINUES TO TAKE RACING OFF-TRACK AND INTO CULTURE FOR THE SINGAPORE GRAND PRIX™
Metzingen, September 23, 2024
Page 3

APPENDIX

Fall/Winter 2024 HUGO x RB:

Drawing inspiration from the modern mood of HUGO's tailoring and innovative design, the limited-edition capsule offers a mix of defined separates and laid-back, sporty essentials. Highlights include a checkerboard nylon suit, a quilted tracksuit, a bomber jacket, and retro-look open-cuff denim styles, alongside relaxed sweatshirts, polos, T-shirts, cargo pants, and more. Additional branding – such as tonal logo prints and a new denim patch, along with branded buttons, taping and snaps – infuse each piece with unique character. Embodying the rebellious, youthful spirit synonymous with the HUGO x Visa Cash App RB partnership, the collection brings fresh, statement-making style to the forefront.

About HUGO and HUGO BOSS:

HUGO, the younger of the two HUGO BOSS brands, provides a platform for self-expression and an authentic way of dressing. Globally engaged and culturally fluent, the brand crafts clothes with individuality and attitude for those who dare to break with convention; those who set trends rather than follow them. Additionally, HUGO-licensed fragrances, watches, eyewear and kidswear all capture a youthful spirit. HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

If you have any questions, please contact press@hugoboss.com.

HUGO.COM

INSTAGRAM: [instagram.com/hugo_official](https://www.instagram.com/hugo_official)

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