

Metzingen, February 28, 2022

## HUGO BOSS RESTRUCTURES CREATIVE LEADERSHIP TEAM

After the successful introduction of the new BOSS and HUGO brand identity, and the launch of the new collections and brand codes in January, HUGO BOSS is rebuilding its creative leadership team.

Ingo Wilts, Chief Brand Officer of HUGO BOSS AG, will step down from the Executive Board for personal reasons, effective February 28. Wilts has been a member of the Board since 2016, and was most recently responsible for the overall creative direction of the collections including runway. Together with his team, he was also responsible for the visual realignment of BOSS and HUGO, completed in January. Wilts will continue to be involved in the company's collection-related projects until the end of December.

"We would like to thank Ingo Wilts for his great commitment as part of the HUGO BOSS Management Board team over the past years," says Hermann Waldemer, Chairman of the Supervisory Board of HUGO BOSS. "He was a key contributor in the process of re-energizing the company."

HUGO BOSS is extremely excited to announce at the same time that Marco Falcioni, as Senior Vice President Creative Direction HUGO BOSS, will take over the overall management of the creative direction of the two Group brands on March 1, in close cooperation with the designers responsible for the respective brand lines. Having joined HUGO BOSS in 2015, he will report to Daniel Grieder in this newly created role.

As the new Creative Director, Falcioni has extensive experience in a variety of product areas. Most recently he was part of the BOSS Menswear runway team and responsible for the creative implementation of collaborations including BOSS x Russell Athletic, co-leading the branding refresh. With the unisex approach of the Russell Athletic capsules, Falcioni appealed to younger consumers and strengthened the brand's approach to genderless dressing. In addition, he was responsible for the design of the company's first NFT (non fungible token) collection pieces. His passion for digital also triggered his involvement in the first entirely digitally developed collection by the company, BOSS Pre-Fall 2021. Diversity and paying special attention to sustainability are among Falcioni's major topics, where new collaborations and projects will be revealed soon.

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In addition, starting March 1, Andrea Cannelloni will return to HUGO BOSS for a year as Creative Advisor. For around 10 years until 2008, Andrea Cannelloni worked in various creative functions at the company. During this time, he was responsible for developing the casualwear division at BOSS, launching the BOSS Orange brand - including womenswear – and bringing it to new levels, together with BOSS Green. Following his employment with HUGO BOSS, Cannelloni worked as President napapijri at VF Cooperation until 2020.

"I look forward to working with Marco Falcioni and Andrea Cannelloni, who both bring outstanding creative style and expertise in collection development," says Daniel Grieder, CEO of HUGO BOSS. "We want to be a 24/7 lifestyle brand for men and for women, reach out to younger consumers and turn them into true fans. I am therefore convinced, that Marco Falcioni is the perfect choice for us to develop our collections into the future. He has an absolute feel for trends and hits the zeitgeist and aspirations of the new generations. Andrea Cannelloni will in return be of great relevance when it comes to bringing our casual and athleisure business back to full scale in the upcoming years."

High resolution images can be downloaded here:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/621c91fc92b83b00095c87e4>

If you have any questions, please contact

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