

Metzingen/Zug, July 19, 2022

HUGO BOSS AND CWF EXTEND KIDSWEAR LICENSE AGREEMENT TO HUGO BRAND

The HUGO BOSS Group, via its HUGO BOSS Trade Mark Management GmbH & Co. KG, has extended its BOSS Kidswear license agreement with the CWF Group to the HUGO Brand.

The exclusive license covers the design, production, and worldwide distribution of a HUGO Kids collection developed for boys and girls aged 4–16 with a focus on teenagers. The product range offers complete looks, from head to toe. Key products are T-shirts and sweatshirts, elevated with the red label logo or seasonal eye-catching mini-me prints, designed to correspond with HUGO's seasonal fashion collections for adults. The collection is inspired by style and leisure and includes statement HUGO denim pieces.

"Our CLAIM 5 Strategy is broad-based, as we want to grow across all regions, touchpoints, brands, and product areas. We are very pleased that with CWF, we have the right license partner on our side to exploit the full potential of HUGO, also in the kidswear business. As the European leader at top of the range, offering luxury children's fashion under license, CWF has been a long-standing and competent partner for HUGO BOSS for more than ten years. We look forward to extending this successful relationship with the HUGO Kids license," explains Daniel Grieder, CEO of HUGO BOSS.

"CWF is honored and proud to reinforce its long-term collaboration with the HUGO BOSS Group, and to launch HUGO Kids as of spring 2023" says Pascal Leblanc, CEO of CWF. "HUGO's unique positioning and momentum will be a great asset for the development of the new children's collection. To our group, this collaboration represents a great additional offer for our clients and, ultimately, for the end consumer."

HUGO Kids will launch two collections per year, starting in December. The products will be available worldwide at the online store [hugoboss.com](https://www.hugoboss.com), at online pure players as well as in department stores and children's stores.

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About CWF:

Founded in 1965 and based in Les Herbiers, Children Worldwide Fashion is a French group specializing in highend children's fashion. CWF has developed extensive expertise in the design and international distribution of children's collections. Today, its brand portfolio includes 14 licensees: Aigle, BOSS, Chloé, DKNY, Givenchy, HUGO, Karl Lagerfeld, Kenzo kids, Lanvin, Marc Jacobs, Michael Kors, Sonia Rykiel, Timberland et Zadig&Voltaire as well as 3 own brands Billieblush, Carrément Beau et Charabia. The company employs over 900 people and presents its collections in 30 showrooms. In 2021, CWF distributed over than 8 million pieces, in 80 countries and 2,500 points of sale, including 350 department stores, 70 online retailers and 650 Kids around stores, its multi-brand children's concept stores.

About HUGO BOSS:

HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. With its two brands, BOSS and HUGO, the group offers its collections in 128 countries at around 6,800 points of sale and online in 59 countries via hugoboss.com. With approximately 14,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 2.8 billion in the fiscal year 2021.

High resolution images can be downloaded from:

<https://mediacenter.hugoboss.com/portals/pincollection.jsp?collectionName=DDB4A1CFF4439E80E3552619467CA1FE>

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