

Metzingen, August 31, 2023

HUGO BOSS EXPANDS INTO THE EQUESTRIAN APPAREL MARKET

HUGO BOSS expands its portfolio with BOSS Equestrian, a premium equestrian apparel line from BOSS that will be launched in Fall/Winter 2023. The BOSS Equestrian collection will be designed, produced, and distributed by Bold Equestrian Ltd. It will be available worldwide at select premium partners and online at BOSS.com from September 15.

The first BOSS Equestrian collection offers a mix of lifestyle fashion and equestrian apparel for men and women, with a focus on functionality, fit, and quality. The collection is complemented by a compact range of horse accessories. The Fall/Winter 2023 collection is available in the BOSS signature colors black, white, and camel. The Spring/Summer 2024 collection will expand the color range.

"With the 24/7 lifestyle approach of BOSS, we are further expanding the brand's product range into iconic lifestyle areas that fit its premium positioning. The new BOSS Equestrian license strengthens our sports offering while increasing the brand's visibility and relevance for female customers and male equestrian fans alike. With Bold Equestrian, we have found the right partner, with an experienced team, to enter the equestrian business and unlock the potential of BOSS in this exciting segment," says Daniel Grieder, CEO of HUGO BOSS.

To celebrate the launch, BOSS Equestrian will be supported by a marketing campaign featuring a mix of selected Olympic athletes and equestrian influencers as brand ambassadors. They embody the BOSS spirit through their inspiring stories and will take BOSS Equestrian to the world's top equestrian events, demonstrating that with BOSS Equestrian you can be a BOSS on and off the arena.

Products from the Fall/Winter collection will be available online and in specialist stores from September 15, 2023, the Spring/Summer 2024 collection from March 2024.

Press Release

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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 collections in 132 countries at around 7,400 points of sale and online in 70 countries via hugoboss.com. With approximately 17,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 3.7 billion in the fiscal year 2022.

About Bold Equestrian:

Bold Equestrian AG is the official global HUGO BOSS licensing partner for equestrian sports based in Switzerland and is responsible for the design, development, production, procurement as well as trade and distribution of the BOSS Equestrian collections. The product development, based in Stuttgart (Germany), has many years of sound experience in the development of high-quality equestrian clothing in the premium segment.

High-resolution images of BOSS Equestrian can be downloaded from: [BOSS Equestrian](#)

If you have any questions, please contact

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