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HUGO BOSS OPENS BOSS FLAGSHIP STORE AND SHOWROOM IN DÜSSELDORF

HUGO BOSS is significantly expanding its commitment in the center of Europe with the opening of the new BOSS flagship store in Düsseldorf. On around 1,000 square meters of sales space, spread over two floors, the 24/7 lifestyle range of the BOSS brand for men and women will be presented in a new light. The opening is part of the optimization and modernization of the global store network.

"Today more than ever, our stores are points of experience where we can offer a unique experience and individualized services to our customers. The aim is to inspire customers for our brands in the long term and create new opportunities to connect beyond the collections available in our stores. The new BOSS store in Düsseldorf demonstrates this approach, together with our flagship stores in London, Dubai, and Tokyo. With our new design and hospitality concept, which reflects our premium positioning, and new digital services that are industry-leading, we are taking the customer experience to the next level," says Oliver Timm, Chief Sales Officer and Deputy CEO at HUGO BOSS.

The newly developed 'Smart Fitting Room' will be integrated into eight of 17 fitting rooms in this store for the first time. It offers customers digital access to extensive product information, including material and care instructions as well as alternative sizes available. Equipped with RFID, items in the changing rooms are immediately recognized and displayed on a screen. Customers can also use an application on the screen to request additional items or help from the sales team for personal advice, without leaving the changing room — creating an even more attentive and comprehensive service.

BOSS is also strengthening its personalization options, decorating selected products with patches featuring the iconic Düsseldorf city directly on site. The personalized item can then be purchased in-store, and ready to go within a few minutes.

The first floor of the Düsseldorf flagship store showcases casual clothing from the BOSS Green and BOSS Black lines for men, an area for product personalization and a barista café bar with an adjoining lounge area. On the second floor, womenswear and menswear from the BOSS Black and BOSS Camel lines are on display, as well as shoes, accessories and licensed products — such as perfume, sunglasses, children's clothing, and watches. There is also an

exclusive VIP and made-to-measure area that can be separated from the sales area by a sliding glass door. The hospitality concept on the upper floor includes a champagne bar, to complement the bar on the first floor.

Düsseldorf follows the design approach of other BOSS flagship stores in major cities like London, Dubai, and Tokyo. The new store façade made of natural stone integrates seamlessly into the existing Art Nouveau structure. The architectural highlight is the central, curved staircase, which flows into the spacious barista bar on the first floor. The warm and inviting interior design concept is enhanced by high-quality materials such as natural stone, oak parquet, glass, and polished stainless steel.

Another highlight at the Düsseldorf fashion location is the new HUGO BOSS showroom, which was opened to retail partners on June 24 for the start of the Spring/Summer 2025 sales season. It is located in the iconic Wolkenbügel building against the unique backdrop of the harbor.

"Our new showroom in the Wolkenbügel building is a clear commitment to the German fashion capital of Düsseldorf. We look forward to welcoming wholesale partners from German-speaking countries as well as from new, emerging markets, such as the Emirates and Eastern Europe, here in the future," adds Oliver Timm, Chief Sales Officer and Deputy CEO at HUGO BOSS.

Over three floors and around 3,000 square meters, the BOSS and HUGO collections are presented to retail partners in inviting, spacious rooms with state-of-the-art technology.

Addresses:

BOSS Store, Schadowstraße 15, 40212 Düsseldorf

HUGO BOSS Showroom, Franziusstr. 5/Am Handelshafen 2-4, 40221 Düsseldorf

All assets can be downloaded from:

https://author-p43105-e402742.adobeacemcloud.com/linkshare.html?sh=1507f4eb_fb2d_4606_bb4e_ea5253cc22cf.pozXG2jld4xTIHU-VdUwJloJ1RdSpXJtgo-tWci11CA

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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 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.