

Metzingen, October 23, 2024

## HUGO BOSS COLLABORATES WITH LAURASTAR FOR A COLLECTION OF HIGH-END STEAMERS UNDER THE BOSS BRAND

HUGO BOSS collaborates with Laurastar, a Swiss brand globally renowned for its steaming systems, to launch an exclusive collection of high-end steamers under its BOSS brand. With this collaboration, HUGO BOSS aims to offer its customers an innovative product that allows them to optimally care for their high-quality clothing and expand its longevity.

Laurastar reinvents its iconic IZZI and IGGI steamers with a sophisticated matte black finish, combining cutting-edge technology with minimalist design. The Laurastar by BOSS steamers use Laurastar's exclusive Dry Microfine Steam (DMS) technology, a high-pressure steam that delivers impeccable results without the need for chemicals. This technology steams, refreshes, and revitalises fabrics.

The powerful high-end steamer "Laurastar by BOSS" IZZI guarantees a perfect wardrobe with ease. Its foldable, manoeuvrable, and height adjustable cart allows for easy movement, while the suspension hook makes steaming garments on a hanger both practical and efficient. The travel steamer "Laurastar by BOSS" IGGI stands out with its compact size, making it perfect to take anywhere. Designed for quick and convenient touch-ups, it is the essential accessory for keeping the wardrobe looking sharp while on the go.

Combining innovation and style, this exclusive collection embodies the shared values of both brands, BOSS and Laurastar - excellence, precision, timeless design - which are elevated by offering customers innovative garment care solutions for high-end apparel.

The Laurastar by BOSS steamers will be available from October 23, 2024 on <https://link.laurastar.com/laurastar-boss>.

All assets can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/corporate-communications/Laurastar.html>

About Laurastar:

Laurastar, a Swiss family-owned group founded in 1980, is the global leader in steam systems for fabric care. With 45 years of innovation, it has sold over 3 million products in 40 countries and employs around 250 people. Based in Châtel-St-Denis, Switzerland, Laurastar is known for its exclusive Dry Microfine Steam (DMS) technology, used in a quarter of Swiss households and backstage at Fashion Weeks, playing a key role in perfecting and preserving garments.

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.

If you have any questions, please contact

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