

Metzingen, January 2, 2025

## **JAMES FOSTER JOINS HUGO BOSS AS SENIOR VICE PRESIDENT GLOBAL MARKETING**

James Foster has been appointed Senior Vice President Global Marketing at HUGO BOSS. He has officially joined the company as of January 2025, and takes over from Nadia Kokni. Nadia Kokni, who joined HUGO BOSS in January 2023, left the company in December to pursue new business opportunities.

"We would like to thank Nadia for her great contribution to further growing the brand value of BOSS and HUGO and wish her all the best for her personal and professional future," says Daniel Grieder, CEO of HUGO BOSS. "At the same time, we are very happy that we have found an excellent successor in James, who brings extensive experience as marketing leader at various global companies. With his expertise, he will further develop our customer-centric approach and continue to create unique customer experiences in marketing, supporting our mission to turn customers into fans. We are convinced that James will build on the strong foundation we have established over the past few years to further drive the success of our brands."

James Foster spent over 13 years at Adidas in various global roles across marketing and general management and was Head of Global Marketing and Chief Marketing Officer for IKEA Retail following this time. Most recently, he was responsible for marketing for the EMEA region at Netflix, leading his team from Amsterdam.

If you have any questions, please contact

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