

Metzingen, April 22, 2026

HUGO BOSS NEW OFFICE BUILDING

FACTS & FIGURES

Ground-Breaking Ceremony:	December 2023
Opening:	April 2026
Floors:	B, GF, 1F–3F and TF (total of six levels)
Net Floor Area:	13,209 m ²
Workspaces (1F–3F):	6,159 m ²
Gym (B):	1,050 m ² Indoors und 545 m ² Outdoors
VIP Store (GF):	1,280 m ²
Rooftop Garden (TF):	1,559 m ²
General Planner:	blocher partners

Architecture and design

The new office building takes its inspiration from the existing HUGO BOSS campus architecture while making a confident, standalone architectural statement. The exterior is characterized by a horizontal structure with slatted façade elements, warm materials, clear lines, and generous glass surfaces.

Inside, this design concept continues: A central atrium forms the communicative heart of the building and provides access to the VIP store, workspaces, gym, and roof garden. Large, glazed openings, long sightlines, and a balanced mix of open zones and quieter areas create bright, transparent spaces and short circulation routes. The building brings together architecture, modern working environments, sports, and an immersive brand experience under one roof.

Brand experience and concept

Covering around 1,280 m² of net floor space, the VIP store on the ground floor showcases the broad BOSS and HUGO product portfolio for men, women, and kids wear. The store design places the customer experience at the center. The modern, transparent retail space is framed by floor-to-ceiling glazing and a striking pivot door at the entrance.

Key materials include a seamless terrazzo floor, dark polished natural stone with golden veining, finely textured travertine, and sculptural metal panels. Centrally positioned blocks for fitting rooms and fashion installations structure the space and guide visitors intuitively through the different brand worlds.

The assortment covers business and casualwear, footwear, accessories, bodywear, hosiery, and selected licensed products such as eyewear, fragrances, and watches. Curated product capsules and complete looks with matching accessories underline the brands' 24/7 lifestyle positioning. Large-format LED walls and interactive screens extend the space digitally, highlight collections and product benefits, and broaden the assortment. "Connected Fitting Rooms" turn the fitting process into a digital service experience: sizes, product information, color options, and additional recommendations can be accessed directly on a screen inside the fitting room.

Sustainability and energy

The new building stands for the responsible use of resources and is designed for high energy efficiency and a high level of indoor comfort.

An intelligent building management system connects all relevant electrical components and ensures that energy is used only where it is needed – for example through centrally switchable power outlets, automated lighting control, and user-specific climate control. In addition, the building is equipped with a photovoltaic system covering around 400 m².

Around 300 tabletops for the new workstations were manufactured by HUGO BOSS venture Eightyards using 70 percent surplus HUGO BOSS fabrics. Produced in a circular process without water and dyes, they reduce the CO₂ footprint by around 30 to 50 percent compared to conventional tabletops.