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HUGO BOSS OPENS NEW OFFICE BUILDING WITH FUTURE-ORIENTED WORK ENVIRONMENT AT METZINGEN HEADQUARTERS

HUGO BOSS is driving the continued development of the campus at its Metzingen headquarters and has opened a new, state-of-the-art office building. The new building was officially inaugurated today by Daniel Grieder, CEO of HUGO BOSS, in the presence of Patrick Hubertz, First Mayor of Metzingen, representatives of the city, and the contractors involved in the construction project.

The new office building combines work, sports, and recreation areas under one roof. The workspaces are spread across three floors and are complemented by an open-access rooftop garden as well as a fitness studio in the basement. The campus's own VIP store is located on the ground floor. The new building is an integral part of the comprehensive campus modernization, in which HUGO BOSS has invested a total of more than EUR 100 million in the further development of its headquarters between 2021 and 2025.

"This new building is a clear commitment to our home base in Metzingen as we are taking the next step on our journey toward our campus of the future. Our extensive investments in the work environment for our employees strengthen the attractiveness of HUGO BOSS as an employer and create even better conditions to attract international talents and retain them over the long term," says Daniel Grieder, CEO of HUGO BOSS, and adds: "At the same time, the exclusive VIP store on our campus reflects the unique shopping experience that we offer our customers worldwide. It brings the premium positioning of our brands to life for our employees and guests and showcases our collections in a contemporary way at the highest level. We would like to thank everyone involved in the project, who contributed to the realization of the new building over the past two and a half years, for their outstanding work."

The new building offers 344 modern fixed workstations and 257 additional flexible work options, such as project and meeting areas or lounge zones. There are also 19 large and 12 small meeting rooms available. At the heart of the workspace is an innovative New Work concept that supports different work situations and forms of collaboration. Open areas with workstation islands foster cross-team interaction, while multipurpose rooms provide space for workshops and project work. Generous communication areas are available for larger

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meetings and information formats. The concept is complemented by modern coffee bars and quiet zones for focused work.

The rooftop garden provides employees with additional recreational areas and expansive views across the campus and surrounding area, including an integrated sports area. In the basement of the building, a spacious fitness studio features modern training equipment, two classrooms, outdoor areas, and treatment rooms for preventive and health services.

On the ground floor, the atrium serves as the communicative hub of the building, adjacent to the campus's own VIP store. Here, employees and guests of the company can purchase products from the current menswear, womenswear, and kidswear collections, as well as shoes and accessories, from the BOSS and HUGO brands. The new store reflects the premium positioning and global shopping experience of locations such as London, Barcelona, and Shanghai. This is complemented by innovative digital services and a dedicated celebrity room.

Architecturally, the new building blends seamlessly into the overall appearance and future-oriented concept of the campus. At the same time, the new construction stands for the responsible use of resources and is designed for efficient energy consumption and a high-quality indoor climate. Surplus fabrics from HUGO BOSS have also been used in parts of the new furniture. The company is aiming for Gold certification for the building from the German Sustainable Building Council (DGNB).

Accompanying images are available here: [Opening Office Building](#)

If you have any questions, please contact

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