

London/Metzingen, June 20, 2022

## HUGO BOSS TAKES BRAND EXPERIENCE TO THE NEXT LEVEL AT LONDON OXFORD STREET

On Friday, the doors of the new BOSS Flagship Store opened at London's Oxford Street, bringing the HUGO BOSS Group's innovative retail concept to life in the heart of the British capital. The new retail approach provides a seamless blend of digital and in-store shopping experience and strengthens the customer journey along different consumer touchpoints. The new store concept is part of the comprehensive 500 million Euro store renovation program, introduced as part of the CLAIM 5 strategy last August.

The role of the physical store is changing, and in recognition of this, HUGO BOSS invites customers to immerse themselves in the brand worlds in new and unexpected ways in the new store. The BOSS flagship store in London is the first to introduce the brand's full suite of bespoke digital elements to the customer.

"The new BOSS store at Oxford Street is an important milestone for the comprehensive store renovation program that we introduced as part of our CLAIM 5 growth strategy. The new and innovative store concept perfectly showcases the 24/7 lifestyle approach of the brand and how we will engage with customers in the future. With a strong focus on digital elements, we are thereby taking the customer experience in our retail stores to a completely new level", elaborates Daniel Grieder, Chief Executive Officer of HUGO BOSS.

To welcome newcomers into the BOSS community, the digital journey begins outside the BOSS store in the window display. An interactive screen invites passers-by to engage in a video game, through their mobile device. Inside the new retail environment, a seamless blend of digital and physical storytelling engages, empowers, and inspires customers, making the shopping experience effortless. A new social media wall showcases the brand ambassadors' styles, which can be instantly explored and purchased through a digital shopping function, accessible via screen or tablet in-house. Fit guide tools in select areas also allow customers to find their perfect style and fit of products, ranging from shirts and suits to jeans. Furthermore, inspirational digital shopping touchpoints offer an additional window into the world of the BOSS brand and its latest collections, with curated seasonal content.

**HUGO BOSS AG**

Dieselstrasse 12, 72555 Metzingen, Germany  
Phone +49 7123/94-0

**PRESS RELEASE**

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"We are excited to see our innovative omnichannel approach for retail come to life in our new Oxford Street flagship store," says HUGO BOSS Chief Sales Officer Oliver Timm. "The interactive digital touchpoints offer our customers an inspiring journey, enabling them to explore our brand worlds in a new and exciting way. Thus, we are turning our points of sale into points of experience."

With the new store concept, BOSS is also stepping up its personalization offering with a new interactive screen, inviting the customers to customize their chosen product directly. The personalized item is then available for in-store purchase within minutes.

Spanning two floors and a total retail space of 626 square meters, the new store presents the full range of both BOSS Menswear and BOSS Womenswear, in addition to watches, eyewear, jewelry, and fragrances. As they enter the store, customers can explore the BOSS sportswear area which is currently dedicated to cycling, featuring sporting accessories, alongside technical cycling apparel in the iconic BOSS colors black, camel, and white. While the brand's casualwear offerings are also displayed on the ground floor, the first floor features a broad collection of formalwear styles, completing the product range across all wearing occasions and representing the brand's full 24/7 lifestyle approach.

The warm and welcoming interior design concept makes abundant use of natural materials and colors to create a relaxed atmosphere that invites customers to feel at home, while delivering an exceptional BOSS service experience.

If you have any questions, please contact

Carolin Westermann

Vice President Global Corporate Communications

Phone: +49 7123 94-86321

E-mail: [carolin\\_westermann@hugoboss.com](mailto:carolin_westermann@hugoboss.com)

Christian Stöhr

Vice President Investor Relations

Phone: +49 7123 94-87563

E-mail: [christian\\_stoehr@hugoboss.com](mailto:christian_stoehr@hugoboss.com)

**GROUP.HUGOBOSS.COM**

**TWITTER: @HUGOBOSS**

**LINKEDIN: HUGO BOSS**