

Metzingen, February 7, 2024

UNLOCK THE POWER WITHIN AND MAKE A STATEMENT WITH THE NEW DOUBLE B MONOGRAM: THE SYMBOL OF A TRUE BOSS

The #BeYourOwnBOSS campaign marked a turning point for BOSS, and created global momentum through a message encouraging individuals to lead a self-determined life, driven by confidence, style, and a forward-looking vision. For the upcoming season, this energizing message takes a closer look at how personal decisions have transformed us into the BOSSes we are today – reminding individuals that the power to be your own BOSS lies within. The choice is yours to embrace that power.

The Spring/Summer 2024 collection presents an elevated assortment across all categories, combining the force of the brand's tailoring knowhow with casual pieces and accessories. A standout feature in the new selection is the Double B monogram: an eye-catching emblem that symbolizes the spirit of a true BOSS – a person with the power to make bold life choices and isn't afraid to make a statement. The overall approach is a style-infused clarion call to connect BOSS fans through the strength of this inspirational message.

This new monogram, with its sleek interwoven design, carries with it a wealth of significance while being showcased across essential pieces in the full product range, from apparel to accessories.

In keeping with the BOSS 24/7 lifestyle wardrobe, the Double B selection delivers core apparel, mostly in the form of monochrome or tone-on-tone looks such as suits, jersey pieces, bomber jackets, and knitwear. Key Double B menswear styles include a sporty backpack, and a sleek, crossbody bag. In womenswear, this monogram is featured on the closure of a leather shoulder bag with metal straps, a crossbody bag, and a summery pair of high-heeled strappy sandals. Furthermore, the Double B accents casual pieces available in both the men's

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and women's selections, including versatile trainers crafted in a combination of smooth leather and soft suede, as well as a smart baseball cap.

A multi-pronged digital campaign marks the debut of the Double B monogram. First off, the motif will be recreated in super-sized 3D images using hyper-realistic CGI technology in iconic settings around the globe. Subsequently, BOSS will invite influencers and ambassadors to express their personalities and attitude through the "Double B, Every Me" campaign. These individuals will create different characters of themselves while showcasing their authentic, multifaceted personalities, interacting with and wearing the Double B products. The approach creates a fun and lighthearted opportunity to share engaging social content and invite our global audience to participate in the campaign.

The new Spring/Summer 2024 collection, including Double B monogram styles, will be available from January 31, 2024, at boss.com, in BOSS stores worldwide, and through wholesale partners.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/spring-summer-2024/SU24-BB.html>

About BOSS and HUGO BOSS:

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kidswear complete the brand. The world of BOSS can be experienced in over 400 own stores worldwide. BOSS is the core brand of HUGO BOSS, one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 132 countries at around 7,400 points of sale and online in 70 countries via hugoboss.com. With

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approximately 17,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 3.7 billion in the fiscal year 2022.

For any specific queries about the new collection, please contact press@hugoboss.com.

BOSS.COM

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