

Metzingen, March 20, 2023

INTRODUCING HU-GO1ST, HUGO'S FRESHEST SNEAKER SILHOUETTE

HUGO encourages you to take a bold step forward with its latest sneaker drop, the HU-GO1ST. Designed for those who like their footwear to make a statement, the new sneakers feature fresh pops of HUGO red, and they come in a range of bold colorways to elevate any look.

Aligning with HUGO's constant championing of self-expression and individuality, the HU-GO1ST sneakers are defined by a curved, chunky profile that immediately turns heads. Their lacing system features hiking-inspired reflective accents – offering a bold look from day to night – along with triangular eyelets to allow for easy adjustment. The trekking inspiration carries over to the sneakers' extended outsoles, which feature raised triangular patterns of different sizes to ensure a better grip.

The design is completed on a bold note with a branded loop on the heel counters. Comfortable materials throughout, including a breathable lining, make the HU-GO1ST sneakers feel effortless to wear, whatever the day brings.

The HU-GO1ST launch will be accompanied by a social media-focused activation that will encourage fans to join HUGO on a sneaker hunt that celebrates standing out rather than blending in. Over on Snapchat, users will be able to virtually try on the new sneakers via a dedicated filter. In addition, HUGO stores worldwide – from London to Stockholm to Dubai – will showcase the HU-GO1ST sneakers in special window displays.

About HUGO and HUGO BOSS:

HUGO, the younger of the HUGO BOSS brands, is the platform for self-expression and authentic dressing. Globally engaged, always curious and uniquely expressive, HUGO creates clothes for those who lead rather than follow to push individuality and boundless styling forward. HUGO BOSS, comprised of its two brands: HUGO and BOSS, is 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 approximately 17,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 3.7 billion in the fiscal year 2022.

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PRESS RELEASE

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High-resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/641817e432065a48f65dadfe>

If you have any questions, please contact press@hugoboss.com.

HUGO.COM

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