

Metzingen, January 22, 2024

BOSS RETURNS TO HAHNENKAMM RACES AS OFFICIAL PRESENTING PARTNER AND UNVEILS "MAGIC MOMENT" WEARABLE TECHNOLOGY EXPERIENCE

To welcome ski season in style, BOSS has made a comeback on the slopes. The brand returned as Presenting Partner of the legendary Hahnenkamm Races, which took place from January 15-21, 2024, in Kitzbühel, Austria.

As the brand of choice for both style and sports enthusiasts, BOSS made its presence known at various touchpoints throughout the event, which heightened the excitement and connected the power of sport and competition to the brand's core message, "Be Your Own BOSS."

In line with the "Lead in Digital" pillar of its CLAIM 5 strategy, BOSS unveiled "Magic Moment", the first project to be launched by a fashion brand that uniquely combines smart technologies into one integrated solution within a physical product to enable users to directly control their product interaction with everyday moments. This includes such features as event access, activating product ownership and making contactless payments. 30 VIP guests were offered a unique experience that saw their ski jacket from the latest BOSS x Perfect Moment capsule transformed into a smart device, thanks to a custom tag on the sleeve containing various technologies that were personalized to the individual wearer's needs for the weekend. After connecting their jacket to their mobile device, guests received access to a personalized web app that enabled them to unlock unique experiences. Then, simply with a single tap of their jacket sleeve, guests could access the races, ski slopes, and exclusive pop-up store gifting experience hosted by BOSS. In addition, contactless payment technology was

HUGO BOSS AG

Holy-Allee 312, 72555 Metzingen, Germany
Phone +49 7123/94-0

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integrated into the jacket, created in collaboration with Mastercard®, allowing users to make contactless payments anywhere by simply tapping their jacket sleeve.

"'Magic Moment' is the next initiative to 'Lead in Digital' as part of our CLAIM 5 strategy. We were excited to offer our selected guests at the Hahnenkamm Races a unique brand experience and to enable them to enjoy our first innovative offerings in wearable technology. Our new ski jacket takes the 360-degree lifestyle approach to the next level. Here, innovation and customization meet the everyday needs of consumers and merge with digital opportunities in a completely new way", said Daniel Grieder, CEO of HUGO BOSS.

Always on hand with the perfect attire for every setting, BOSS opened a ski-themed pop-up store within the event space. The latest BOSS x Perfect Moment capsule was the focus of the pop-up store, featuring men's, women's, and gender-neutral pieces. The new collection provides stand-out skiwear styles that keep quality, fit, and function front and center. Other key styles in the performance-led BOSS x Perfect Moment capsule include softshell duvet jackets, ski pants in Perfect Moment's hallmark flared cut, and insulating all-in-ones. The capsule also features designs that can be worn beyond the slopes, such as turtleneck slogan sweaters, knit hoodies, and thermal tops. Coordinating accessories, from gloves and beanies to bags and eyewear, round off the collection in vibrant style. The capsule's color palette combines classic BOSS neutral hues – black, white, and gray – with bold bursts of red. Pieces are enriched with co-created details and statement prints, including sporty chevron stripes and a red, black, and white houndstooth design that integrates Perfect Moment's signature star icon.

The pop-up at the event also boasted a range of exclusive BOSS x Hahnenkamm Races fan articles – including co-branded hoodies, T-shirts, beanies, and caps – and treated customers to a range of unique experiences, from the opportunity to personalize knitwear pieces, to take

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on the "BOSS Ski Challenge" virtual game, or to create memorable content at the BOSS photo spot on the pop-up's terrace.

Once again, BOSS branding made a captivating impression throughout the event space. To inspire racers before their big moment out on the run, the interior of the Hahnenkamm start hut was decked out in BOSS-signature shades of black, white, and camel, along with the slogan, "Ski Like A BOSS." Unmissable branding followed skiers down the slopes, featured in the preparation zone, on the track, on video walls, and in the finish area. Inspirational BOSS messaging also took over the grandstands, which featured eye-catching LED signage during the downhill races. Furthermore, the BOSS hot air balloon returned for another year, hovering above the peaks.

A host of star guests – including singer Leony, former footballer Rúrik Gíslason, DJ and model Elias Becker and FIA Formula 3 racing driver Sophia Flörsch – joined BOSS at the races to enjoy a weekend of elite sportsmanship. To drive the social-media conversation surrounding BOSS's presence at Hahnenkamm, a host of influencers – including Moritz Hau and Chiara King – partnered with the brand to create inspiring content, including picturesque footage of the social-media stars skiing and attending the races while dressed in BOSS x Perfect Moment, then attending the KITZ RACE Party afterwards.

BOSS was official presenting partner of the legendary KITZ RACE Party, the most exclusive evening event during the Hahnenkamm weekend, which welcomed 1500 VIP guests. The memorable night, with a theme called "Mount Mystique", featured an exclusive dinner, thrilling performances, and live interviews with Hahnenkamm race winners. The star act, presented by BOSS, was Ronan Keating.

The Hahnenkamm Races are considered the most spectacular and impressive event in the

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international alpine skiing race calendar. The downhill race on the legendary Streif and the races on the Ganslernhang have over 300 million views every year in Europe alone.

The BOSS x Perfect Moment capsule collection is available at selected BOSS stores around the world, at boss.com, and at perfectmoment.com/en-gb.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/spring-summer-2024/Hahnenkamm-Races.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 approximately 17,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 3.7 billion in the fiscal year 2022.

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

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