

Metzingen, March 29, 2023

BOSS ENTERS METAVERSE FASHION WEEK WITH AN IMMERSIVE, AI-INSPIRED SHOWROOM EXPERIENCE

BOSS is taking a bold step into the Metaverse on the heels of a critically acclaimed Spring/Summer 2023 Fashion Show in Miami. This Metaverse Fashion Week (March 28-31), BOSS fans can dive into a virtual BOSS showroom and enjoy an immersive, interactive experience.

Serving as a digital extension of the BOSS Miami Fashion Show, with a visual identity that contrasts the event's aquatic theme against brutalist architectural elements, the new space blends gamification with a digital shopping experience. Users will have the opportunity to discover BOSS products in a new, engaging way. In another move that demonstrates the brand's aim to lead in digital, BOSS has used Artificial Intelligence to translate the show's creative concept into a Metaverse showroom.

Bridging the gap between the physical and the digital, the Metaverse concept is connected to the BOSS online store. The five looks displayed in the space will be shoppable, linked to the relevant product pages on hugoboss.com. The outfits featured include hero pieces from the runway, along with additional menswear and womenswear styles, and celebrate BOSS's design codes, such as timeless tailoring and effortless separates. The brand's hallmark BOSS black, white and camel color palette is interspersed with pops of soft blue, as seen in Miami.

The project also features an integrated layer of gamification. Launching into the virtual showroom, users will be guided through the ethereal, light-filled space, where

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they will discover each shoppable look and be encouraged to collect objects along the way. Once a user completes the quest, they will be rewarded with a digital fashion item – a blue BOSS suit, as seen on the Miami runway – which can then be worn on the multi-game avatar platform Ready Player Me.

“Following a line-up of NFT projects, the BOSS immersive showroom is the next step in our exploration of Web3 and the Metaverse, exciting new spaces for fashion brands. We will leverage the opportunities this opens for our brand’s storytelling and see it as an additional sales channel within our future omnichannel strategy. The virtual showroom concept seamlessly complements our Spring/Summer 2023 runway show in Miami and brings us closer to our goal of becoming the leading premium tech-driven fashion platform worldwide,” said Daniel Grieder, CEO of HUGO BOSS.

The BOSS immersive showroom is hosted on Spatial, one of the co-hosts of the 2023 Metaverse Fashion Week (MVFW), taking place from March 28-31. Going into its second year, it offers a virtual series of events that highlight the latest advancements in digital fashion and bridge the gap between different realities. MVFW returns to Metaverse platform Decentraland this year with the theme ‘Future Heritage’. For the duration of MVFW, and after the event, digital shopping enthusiasts can experience the BOSS showroom via a completely immersive virtual experience.

The showroom is created in collaboration with Exclusible – a Web3 agency for global brands and corporations – and Polycount, its studio for Metaverse experiences.

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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.

Immerse yourself in the BOSS Metaverse virtual showroom experience, at:

https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.spatial.io%2Fs%2FBOSS-Immersive-Showroom-641e08bd6127ed8eaff70faa%3Fshare%3D3302646144092575883&data=05%7C01%7CRiccarda_Daehler%40hugoboss.com%7Cedfe3aa3a09149276aad08db2faa3914%7C0a2ef38cbbb04328a9be2d1493d6cf12%7C0%7C0%7C638156180372665692%7CUnknown%7CTWFpbGZsb3d8eyJWljojMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTil6lk1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=4l1hGHnZQchO%2B1qlt7HC9Z%2BSNWH9XbNz6k%2BabZUb9%2BM%3D&reserved=0

High-resolution images can be downloaded from:

galleries.launchmetrics.com/p/hugoboss-production/showrooms/6421c9124bde81c4bac7b50c

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

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