

Metzingen, January 26, 2022

## **HUGO BOSS RELEASES STAR-STUDED CAMPAIGNS FOR BOSS AND HUGO AS PART OF ITS COMPREHENSIVE BRAND REFRESH**

HUGO BOSS launches two simultaneous star-studded global campaigns for its brands BOSS and HUGO. The release is the first visual representation of this historic brand refresh. After almost 50 years, HUGO BOSS is introducing a new logo for its core brand, BOSS, along with a true 360-degree rebrand across all consumer touchpoints. The HUGO brand also sports a new look for the first time since its last logo adjustment in the early 1990s. Both new logos feature a notably bolder graphic typeface conveying a contemporary look and impactful visual experience.

In line with the company's CLAIM 5 growth strategy, both BOSS and HUGO undertake a new, modern brand identity focused on a younger and more global demographic. The entire collection design, store concepts, and omnichannel brand experience will be centered on a more playful and casual aesthetic while staying true to the brand codes of dressing excellence.

"With the branding refresh and the release of the star-studded campaigns, we are ushering in an entirely new era for BOSS and HUGO. It is our aim to excite new and younger target groups and turn them into fans of our brands. Both campaigns are therefore an important step in further boosting brand relevance and in reaching our goal to become a top 100 global brand in the years to come," states Daniel Grieder, CEO HUGO BOSS AG.

A refreshed and engaging experience for customers will also be unveiled on the hugoboss.com website. With even more imagery, videos, and inspiring content, customers will have the opportunity to dive into the new products, making for a more enjoyable and immersive shopping experience. Improved usability will support the growth of the E-Comm business, and even more digital and omnichannel services will be available throughout 2022.

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## **BOSS: #BEYOUROWNBOS CAMPAIGN**

BOSS reveals an all-star cast tapped as the collective faces of the Spring/Summer 2022 #BeYourOwnBOSS campaign. The striking social-first campaign, shot by acclaimed fashion photographer Mikael Jansson, was captured on sets around the globe.

In tandem, BOSS announces a strategic partnership with TikTok superstar Khaby Lame. After a record-shattering Milan Fashion Week event bringing in 4 billion impressions in just 4 days, where BOSS cast Lame for his fashion runway debut, an ambassadorship was formed to include two co-designed capsule collections.

The #BeYourOwnBOSS campaign features top models Kendall Jenner, Hailey Bieber, and Joan Smalls, world-famous American rapper Future, international TikTok star Khaby Lame, South Korean singer and actor Lee Minho, British professional boxer Anthony Joshua, Italian tennis champion Matteo Berrettini, and German runner Alica Schmidt.

In addition to the global campaign, a dedicated broad spectrum of engaging social-first content has been created in the form of podcasts, behind the scenes, stories, and reels. The campaign will be activated worldwide across all consumer touchpoints, leading with social as well as major out-of-home advertising going live in 35 metropolises worldwide.

On the launch date of the campaign set for January 26<sup>th</sup>, an impressive digital activation of 200 talents, including the luminary cast members, will post their personal BOSS stories on Instagram, Weibo, Red, and WeChat with images of themselves wearing the signature BOSS hoodie.

"We are absolutely thrilled by this amazing cast for BOSS. The talents and personalities of the campaign perfectly embody what a boss stands for today. Delving into the more personal, emotive, and thoughtful aspects of being a boss in today's world helps us connect in a more concrete and tangible way to millennials," Daniel Grieder elaborates.

High resolution images can be downloaded here:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/61bcd54986d4200009e0ff77>

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## ABOUT THE BOSS CAST

For the BOSS Spring/Summer 2022 collection, a global assembly of superstar talents come together to present the brand refresh, and what it means to #BeYourOwnBOSS.

### About Alica Schmidt

Alica Schmidt is a German runner, who first started competing in 200, 400, and 800-meter events. She eventually joined the national team that came second in the 4x400-meter relay event at the European Athletics U20 Championships. Schmidt was also part of the German relay squad at the 2020 Summer Olympics and dedicates her life to sports and fitness.

### About Anthony Joshua

British boxer Anthony Joshua is a two-time world heavyweight champion, having held the WBA, IBF, WBO, and IBO titles for the last 3 years. As an amateur, Joshua represented England at the 2011 World Championships super-heavyweight division, winning a silver medal. By the following year he won gold at the 2012 London Olympic Games. Joshua has been lauded as "Prospect of the Year," earned "Fight of the Year" in 2017, and is widely regarded as one of the top heavyweights on the planet. Joshua has been a BOSS ambassador since 2019.

### About Future

Future is an American rapper and singer, born and raised in Atlanta, Georgia. He is one of the most successful and influential figures in hip-hop, with a notable influence on the sounds of trap music. After amassing a series of mixtapes between 2010-2011, Future signed a major record label deal, which helped launch his own label imprint, Freebandz. Future has been nominated for countless music awards and has won BET Awards, a Grammy, and Much Music Video Awards.

### About Hailey Bieber

American model and media personality, Hailey Bieber, began her illustrious career in 2014 with her runway debut. The following year she was photographed for VOGUE and landed her first cover a few months after that. She now dominates headlines by sharing glimpses into her personal life while lending her likeness to modeling projects across the globe.

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**HUGO BOSS****About Joan Smalls**

Joan Smalls is one of the highest-ranking models in the world and considered in the celebrated category of "New Supers" dominating the industry. She was born and raised in Puerto Rico before moving to New York City to launch her career. Since then, she has walked countless runways and often appeared as the first Latina model on covers and campaign shoots, paving the way for those that followed her.

**About Khaby Lama**

Senegalese born Khabane Lama started his social activity in March 2020, during the early days of the pandemic, after losing his job in a northern Italian industrial factory in Chivasso, Turin. With his videos, he underscores the simplicity of everyday life with his signature hand gesture, going viral time and time again. Lama's social profile count includes 128+ million followers on TikTok and 66+ million on Instagram, clocking in as the second most followed TikTok account in the world.

**About Kendall Jenner**

Kendall Jenner is an American supermodel who has walked the runways of New York, Milan, and Paris Fashion Weeks, and graced the covers of thousands of magazines and international VOGUEs around the world. She rose to fame as a reality TV star and quickly parlayed her influence and skills to a lucrative career on the catwalk.

**About Lee Minho**

Lee Minho is a South Korean actor, singer, model, and businessman with multiple award-winning television leads since his 2009 breakthrough performance in *Boys Over Flowers*. His success has made him the most followed South Korean actor on social media.

**About Matteo Berrettini**

Matteo Berrettini is an Italian professional tennis player with an ATP singles ranking of world No. 7. He won his first ATP 500 level event at the Queen's Club Championships, reached the semifinals of the 2019 US Open, and in 2021 become the only Italian player ever to reach the final of the Wimbledon Championships. In 2021, he also attended the 75th annual MET Gala, cementing his role as a fashion power player.

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## **HUGO: #HOWDOYOUHUGO CAMPAIGN**

The #HowDoYouHUGO campaign, also shot by acclaimed fashion photographer Mikael Jansson, features South Sudanese top model Adut Akech, rappers Big Matthew, SAINT JHN, and American dancer Maddie Ziegler. An actual couple in real life, this is the very first time Akech and SAINT JHN are featured together in a campaign.

In addition to the global campaign imagery, different social-first content layers connected to the worlds of dance and music have been produced in the form of behind the scenes, interviews, and TikTok challenges. This 360-degree campaign will be activated across all channels, leading with TikTok, as well as with guerilla marketing, painted murals, and bus and tram coverage in several cities across the globe. Brand face, Big Matthew, and TikTok creator, Vik White, choreographed a dance challenge, #HowDoYouHUGO, which will be amplified by 60 TikTok creators to create buzz and engagement across these platforms.

"Today, more than ever, it is important to go your own way, and this principle is the foundation of the HUGO brand platform. HUGO is a brand for young, unconventional, and progressive people who live life on their own terms," Daniel Grieder adds.

High resolution images can be downloaded here:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/61e173cc90a53800098c4fb1>

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## ABOUT THE HUGO CAST

HUGO too debuts a new look, featuring young stars on the rise in the #HowDoYouHUGO campaign for Spring/Summer 2022.

### About Adut Akech

22-year-old Adut Akech, a breakout South Sudanese model, has taken the industry by storm. On the back of her first runway season modeling, she was named "Model of the Year" an accolade that has been repeated many years since. Akech was raised in Kenya before relocating to Adelaide where her career further developed.

### About Big Matthew

Matthew Kim, known as BM or Big Matthew, is a Korean-American rapper, songwriter, and record producer based in South Korea. His rise to fame came during his time with musical group Kard, after which he announced various solo ventures including a debut single album. BM continues to act and host podcasts and lives for his fans.

### About Maddie Ziegler

First discovered in her role in reality competition show *Dance Moms* at age 8, Ziegler has propelled her dance career to starring roles in music videos, including Sia's *Chandelier* and *Elastic Heart* which in total have attracted more than 5 billion views. Ziegler has been named Time magazine's "30 Most Influential Teens" for three years running and continues to be embraced as a fashion icon.

### About SAINT JHN

SAINT JHN is a Guyanese-American rapper, singer, songwriter, and record producer. He released his first album, *Collection One*, in March 2018. He is best known for deep house remixes of his hit song *Roses* which reached the top 5 on the US Billboard Hot 100 and topped the charts in Australia, the Netherlands, Ireland, New Zealand, and the UK. SAINT JHN has written songs for the likes of Usher and Kiesza, among others, and is founding member of the Godd Complexx music collective.

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