

Metzingen, August 9, 2023

THE HUGO FALL/WINTER 2023 CAMPAIGN CONNECTS STYLE TO SOUND

The punchy #HUGOYourWay motto from HUGO's 2022 brand refresh takes on new meaning and momentum this season, as yet another dimension of self-expression surges to the forefront of the brand's narrative with a story rooted in sound and style. This Fall/Winter, HUGO makes moves into the music scene, striking chords of synchronicity between music and fashion while presenting the HUGO community with a new medium of connection and rebellion. For the upcoming Fall/Winter 2023 collection and corresponding brand activations, HUGO spotlights artists such as Bella Poarch and more music mavericks as they showcase their talent and get fans on their feet through the power of performance.

Bella Poarch headlines as the face of the Fall/Winter 2023 campaign, and a new HUGO x Bella Poarch collaborative capsule collection is currently in development. With the introduction of this collection and the aforementioned creative campaign, HUGO links the kinetic energy of music and the inherent individualism and self-expression of style for further reinforcement of the brand's #HUGOYourWay mantra.

The brand's Instagram, TikTok and YouTube channels will serve as platforms for the corresponding social-media campaign which includes a broad range of organic content, motivated by the overarching music-themed messaging of the campaign. Global talents Chase Hudson, Chiara Hovland, Ashley Moore, Lola Clark and William Ernult will post content on both IG and TikTok featuring FW23 campaign ombre denim looks. As a result, the HUGO channels will be pumping with upbeat hits backtracking a campaign video that illustrates how inspirational storytelling, music, movement and fashion go hand in hand.

This Fall/Winter 2023 collection presents a range of youthful textures, fabrics, and styles, all complemented and characterized by the familiar HUGO design codes and colorways. The iconic HUGO logo is seen splashed across statement pieces and accessories, reminding wearers of the brand's ethos of authenticity, originality, and eccentricity. Including in-your-face pieces washed in HUGO red and black tie-dye on denim and jersey, premium metallic trims on handbags, and retro-bold graphics adorning T-shirts and oversized hoodies, the Fall/Winter 2023 collection represents a deeper dive into the brand's spirit of rawness, realness, and rebellion. An unexpected palette of indigo blue, lavender, and caramel brown

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Press Release

THE HUGO FALL/WINTER 2023 CAMPAIGN CONNECTS

Metzingen, August 9, 2023

Page 2

complement and play up the HUGO brand colors of black, white, and red with added depth and dimension.

From the collection and mantra to the music and movement, the HUGO Fall/Winter 2023 campaign is infused with an undeniable dynamism and power. It marks a new era of turning up the volume and moving beyond fashion through the kinetic energy of music. The creative vision and magnetism can be felt in the new campaign, set to 'Body Wan Shake', performed by Freq Motif x Magugu and photographed by Stuart Winecoff under the artistic direction of Trey Laird and the Team Laird agency.

HUGO stores worldwide will bring the bold look and feel of HUGO Fall/Winter 2023 to both their window displays and interior merchandising. The HUGO brand page, hugo.com, will mark the campaign's launch and feature the season's key looks.

About HUGO and HUGO BOSS:

HUGO, the younger of the two HUGO BOSS brands, provides a platform for self-expression and an authentic way of dressing. Globally engaged and culturally fluent, the brand crafts clothes with individuality and attitude for those who dare to break with convention; those who set trends rather than follow them. Additionally, HUGO-licensed fragrances, watches, eyewear and kidswear all capture a youthful spirit. HUGO 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.

High resolution images can be downloaded here:

<https://press-service.hugoboss.com/press-portal-pages/hugo/fall-winter-2023/global-campaign-fall-winter-2023.html>

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

Press Release

THE HUGO FALL/WINTER 2023 CAMPAIGN CONNECTS

Metzingen, August 9, 2023

Page 3

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