

Metzingen, February 28, 2024

HUGO INTRODUCES ITS BRAND WORLD FOR SUMMER 2024 INCLUDING THE DEBUT OF HUGO BLUE, A NEW BRAND LINE WITH A FOCUS ON DENIM

For Summer 2024, HUGO is excited to launch the global campaign for its two brand lines, the HUGO main line and new arrival HUGO BLUE. As announced in May 2023, HUGO BLUE will make its debut this season with a relaxed offering – with denim at the core, along with streetwear and a variety of gender-neutral styles – while the main line will continue to focus on elevated casual wear and contemporary tailoring. The HUGO brand and its #HUGOYourWay campaign platform offer more room to experiment, with the ambition to be the premium brand of choice for the social generation of changemakers who consider creative ways of dressing as expressions of their individuality.

Talents from across the creative industries – Reezy, Jasmine Jobson, Teezo Touchdown, Rikimaru, Cara Taylor, and Vinnie Hacker – make up the cast of the new campaign, bringing together the two brand lines' stories while also representing HUGO's position as a growing global force in fashion and culture. In the campaign content, shot by Stuart Winecoff, the brand's color codes – iconic red and the new blue – visually embody the two sides of HUGO. In a world of red, a door opens to reveal a world of blue, putting forward a new perspective and a fresh space to explore.

The new HUGO universe delivers more fashion, more attitude – and, with the arrival of HUGO BLUE, more denim. The Summer 2024 collections showcase the depth of the brand's offering, from tailoring and streetwear with the HUGO main line, to denim and casual wear with HUGO BLUE.

The HUGO main-line collection is defined by modern takes on suiting, delivered in soft pastel hues and a mix of sharply tailored and more fluid, oversized silhouettes. Metallic pieces, logo-print separates, cropped tops and statement accessories round off the selection in typically trailblazing style. Over at HUGO BLUE, denim is at the heart of the offering, showcased in different ways – in the form of jeans, skirts, jackets, trench coats, shirts, shorts, and more. Slouchy, printed jersey staples and bold logo details amplify the effortless vibe of the new

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brand line. Its color palette is fittingly themed in various shades of blue, along with black and white.

A launch event in Berlin on March 6 will further amplify the impact of HUGO BLUE. By tapping into the worlds of entertainment, the metaverse, and gaming – key cultural territory for the new brand line, whose target demographic is Gen Z consumers – the evening will offer an immersive experience that allows for physical and virtual self-exploration.

To solidify its connection with the social generation, HUGO will take to social media to promote and build excitement around its new brand world. Offline, eye-catching window and in-store merchandising, focused on the brand's distinctive style codes, will further push HUGO's bold, two-brand-line approach for Summer 2024.

The Summer 2024 collections from the HUGO main line and HUGO BLUE will be available to shop in-store and online at hugo.com from February 28, 2024.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/hugo/summer-2024/global-campaign-summer-2024.html>

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.

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