

Metzingen, April 17, 2022

WELCOME TO OUR HOUSE: HUGO KICKS OFF THE MUSIC FESTIVAL SEASON IN PALM SPRINGS

On the weekend of April 15-17, HUGO hosted a series of branded events in Palm Springs, getting the HUGO House, a creative hub for TikTokers and talents, and the exclusive HUGO x Soho Desert House, a pop up by Soho House, on the radar of millions of festivalgoers.

The brand transformed a boutique hotel in downtown Palm Springs into the HUGO House, a content space featuring the brand's iconic color codes of red, black, and white - complete with light installations, a denim walkway, and more. Over the three days, along with HUGO Eyewear partner Safilo, the house ran a jam-packed schedule of events, including workshops and poolside happy hours for a real community vibe.

High-profile TikTok creators Markell Washington, Benji Krol, Nils Küsel, Noen Eubanks, Desi Lundoloki, and actor Chloe Cherry, were invited to take up residence in the house. Each of the talents were given one of the hotel's rooms decorated in a style unique to them. Davis Bureson from TikTok show "What's Poppin'" kept tabs on things, reporting day-to-day goings-on from inside the house. The rest of the guest list read like a Who's Who of social media's biggest stars, with Michael Le and Tiffany Le, Avani Gregg, Anthony Reeves, Larray (Larri Merritt), Ehiz, Nia Sioux, Andrew Davila, Nicky Champa, Pierre Amaury Crespeau and Harry Tate, who were invited to stop by and create engaging content to further emphasize the brand's TikTok-first activation, with the hashtag #HUGOYourWay shared with millions of followers all over the world.

The weekend saw a mix of personalities, events, and activities. Friday's highlight was an embroidery session at the HUGO House where guests could customize their own festival looks, ending with a brunch at Melvyn's Restaurant & Lounge where the brand invited VIPs, friends, and newly promoted Senior Vice President Creative Direction at HUGO BOSS, Marco Falcioni. Among the guests in attendance were actors Charles Melton, Rob Raco, Hero Fiennes Tiffin and model Dilone.

On Saturday afternoon, the brand organized an off-site excursion to the exclusive HUGO x Soho Desert House, a pop up by Soho House, in the middle of the desert. HUGO, the only fashion partner of the Soho Desert House, along with Safilo, the lifestyle accessory

HUGO BOSS AG

Dieselstrasse 12, 72555 Metzingen, Germany
Phone +49 7123/94-0

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partner for HUGO Eyewear, provided an exclusive entertainment for guests during the entire weekend, including a live performance from brand ambassador Big Matthew. Customized booths especially designed for the occasion offered VIPs the opportunity to try on and pick their favorite style among the latest HUGO Eyewear collection. An art installation representing a giant pair of LED-lensed HUGO sunglasses was created and placed on the Soho Desert House grounds, providing an ideal background for photo opportunities. House guests and those invited to the VIP brunch were also in attendance at the HUGO x Soho Desert House pop up.

On the final day, guests took part in a tie-dye workshop with a group of local L.A. designers. Throughout the festivities, talents were dressed head to toe in HUGO – specifically the brand's signature logo pieces and denim range. The looks are already available to shop online and in-store, with an exclusive festival-inspired edit, featuring vibrant colors, all-over logo prints, and unique graphics, coming soon.

High resolution images can be downloaded from:

HUGO brunch:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/625d06fbbc6db30009391933>

HUGO House:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/625d00c1ce44e6000953eb46>

HUGO x Soho Desert House, a pop up by Soho House:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/625d0290ecdde100093f5429>

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

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