

Metzingen, November 6, 2023

HUGO PRESENTS EXCLUSIVE COLLABORATION WITH WARNER BROS. DISCOVERY GLOBAL CONSUMER PRODUCTS FOR THE LAUNCH OF HUGO X GREMLINS COLLECTION FOR 2023 HOLIDAY SEASON

With the holiday season fast approaching, HUGO is thrilled to announce an exciting new collaboration with Warner Bros. Discovery Global Consumer Products (WBDGCP) for the launch of the new HUGO x Gremlins capsule collection. The original film gained worldwide popularity in the eighties with its cuddly Mogwai protagonist, Gizmo, and is considered an iconic holiday movie — making the full selection a perfect gifting idea for the winter season.

Now HUGO, in partnership with WBDGCP, is launching a small, yet smart capsule collection made up of two sleek, premium T-shirts, a pullover hoodie, and a baseball cap — all of which are crafted in black and feature prints of the film's unmistakable creatures. Some of the designs play with the instantly recognizable HUGO logo in a cheerful, cheeky way. All of the pieces would make an ideal holiday gift, while stirring up retro-inspired style among fans of the brand and the movie alike.

The collection is rooted in the current trend of nostalgia, striking chords of synchronicity between fashion and pop culture. It offers the HUGO community a new medium for connection and self-expression, in line with the brand's ethos of originality, eccentricity, and individualism — as seen in the #HUGOYourWay campaign platform.

Built on strong narratives related to the film's three golden caretaking rules, the brand presents a series of highly entertaining video clips set in a movie theater, complemented by curated still images featuring models wearing the fun-infused styles — all of which will be rolled out on the brand's social media and e-commerce channels.

The HUGO x Gremlins collection will be available for purchase in stores and on hugo.com.

Press Release

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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.

About Warner Bros. Discovery Global Consumer Products

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery Global Brands, Franchises, and Experiences, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

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High resolution images can be downloaded here:

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

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

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