



Press Release

HUGO BOSS opens new BOSS store in Lausanne

Metzingen, August 19, 2021. Yesterday, the first BOSS store in Lausanne opened its doors at Rue de Borg, in the heart of the old town. Spanning two floors, the store presents the latest BOSS Menswear and Womenswear collections across more than 200 square meters.

Rue de Borg is a landmark that formerly marked the entrance to the city of Lausanne. Consisting of charming 17th and 18th century houses, it is now primarily a shopping street lined with exclusive boutiques and luxury stores.

As the latest addition to this shopping hub, the new BOSS store conveys a homey, welcoming feel. Natural and warm materials – such as wood or granite – and generous, comfortable seating create an inviting atmosphere that welcomes customers to discover the brand's world and latest collections. The overall ambiance is elegant yet light, the interplay of contrasting colors with clear lines lending the store a modern and refined look.

The product range focuses on a premium selection of BOSS men's business wear and sportswear as part of the latest Fall/Winter 2021 collection, including the latest BOSS x Porsche capsule collection. Shades of camel feature throughout the entire collection for both BOSS Menswear and BOSS Womenswear, alongside grounding hues of black and white. Launching this fall, the second iconic BOSS x Russell Athletic capsule, inspired by the world of baseball, will also be available in the store.



Technical data:

- Opening date: August 18, 2021
- Retail space: 213 m²
- Ground floor: BOSS Men's Sportwear
- First floor: BOSS Men's Businesswear & BOSS Womenwear

Address:

Rue de Bourg, 13
1003 Lausanne
Switzerland

Further information on the company can be found at group.hugoboss.com. For the latest news on our collections, visit hugoboss.com.

If you have any questions, please contact:

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