

Metzingen/Milan, September 24, 2021

HUGO BOSS TAKES SOCIAL-FIRST APPROACH AT MILAN FASHION WEEK

Yesterday at 12:00 p.m., HUGO BOSS celebrated the launch of its second BOSS x Russell Athletic capsule collection at Milan Fashion Week in spectacular style. The action-packed phygital experience broke the fashion week mold and created phenomenal digital buzz around the world.

Over 1,300 guests attended the baseball-inspired event, which took place at Kennedy Sport Center in Milan. Before the models took to the field, mascots, a marching band, cheerleaders, and more created an authentic game day atmosphere. Led by Gigi Hadid, models including Irina Shayk, Joan Smalls, Cindy Bruna, Alpha Dia, Alton Mason, and Adut Akech, showcased the new collection. Completing the cast were athletes Alica Schmidt, Trenten Merrill, and Race Imboden, plus K-pop star Big Matthew, who all made their modeling debuts at the show-turned-extravaganza.

In addition to the above, TikToker Khaby Lame (@khaby.lame) made an exclusive appearance to close the show. Although relatively new to the platform, he is already one of its most successful creators with 113 million followers and counting.

Inspiration for the second capsule came from the archives of both brands. Bringing a fresh perspective to retro Americana references, the co-created pieces unite BOSS tailoring expertise with the sportswear aesthetic of Russell Athletic. The 60 looks displayed celebrate team spirit and were designed to appeal to a whole new generation of BOSS fans.

"Exceptional collaborations like this are an important part of our new growth strategy and enable us to realize the full potential of our brands. With the new BOSS x Russell Athletic capsule collection, we are strengthening the brand's position in the crucial growth area of casualwear and among younger consumers," says Daniel Grieder, CEO of HUGO BOSS AG.

The event was the largest social-first event in the history of HUGO BOSS. Numerous social media stars shared their experiences of the day, including Chiara Ferragni, Fedez, Fai Khadra, Avan Jogia, and Benji Krol. The launch was also attended by TikTok sensations Elevatorboys,

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Younes Zarou, and Elisa Maino, who ensured the social buzz around the event reflected the fantastic spectacle on the baseball field.

"Our goal is to inspire and excite existing and new customers alike. In this way, we are building on the great success of the first collection with Russell Athletic and taking the brand experience for customers to a new level," added Daniel Grieder.

As part of the launch of season two, the brand has created its own TikTok challenge, #BOSSMoves, targeted towards Gen Z and millennials. The contest offers participants a chance to win one of five BOSS x Russell Athletic NFTs (non-fungible tokens) and a matching physical jacket from the new collection.

On the eve of the event, 60 TikTokers and digital creators were invited to an intimate dinner in Milan. The location featured a #BOSSMoves creator lounge where guests were encouraged to try their hand at the brand's latest challenge. Those in attendance included Yusra Mardini (UNHCR Goodwill Ambassador), DTM racing driver Sophia Flörsch, fashion editor Letizia Schatzinger, and fashion entrepreneur Caro Daur.

The event shows that HUGO BOSS is clearly following its CLAIM 5 strategy presented in August, which emphasizes customer experience, above all else. The strategy is aligned with the company's vision to become the world's leading technology-driven fashion platform and one of the world's top 100 brands. The five strategic pillars that make up CLAIM 5 are: Boost Brands, Product is King, Lead in Digital, Rebalance Omnichannel, and Organize for Growth.

If you have any questions, please contact

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