

Metzingen, November 22, 2024

PLUSH. LUXE. TIMELESS. THE BOSS GIFT GUIDE SHOWCASES ELEVATED MERINO WOOL OFFERING

This season, BOSS showcases its merino wool offering as the perfect holiday gift. With a focus on craftsmanship and the rich, sumptuous texture of the pieces, the campaign stars BOSS ambassador and collaborator David Beckham. The style icon is shown wearing key pieces, including crewneck and rollneck sweaters in assorted hues, like navy blue, brown, and camel. Additional pieces from the gifting assortment feature cold-weather accessories such as scarves and beanies, as well as ultra-fine knitted tops, polos, and cable-knit jumpers, in luxe, soft merino wool and other warming, winter-ready fibers. The color palette includes a range of smoky to light greys, as well as timeless black and beige tones, that can be worn across multiple seasons. The visual treatment of the pieces uses dramatic lighting and festive gold backgrounds to put a literal spotlight on selected styles, rendering them ideal as seasonal presents.

As the holidays approach, BOSS aims to encourage consumers to engage more deeply with the brand to discover, shop, and gift its sophisticated range of 24/7 lifestyle products. With this in mind, BOSS fans are invited to enjoy an immersive virtual experience that brings the festive spirit to life and lets them discover products that include styles from the holiday collection alongside top gifting items. This allows consumers to explore the curated product selection in a gamified environment, simplifying and infusing the process of finding the perfect gift with a bit of fun.

With a simple click, they can explore items from the menswear, womenswear, footwear, accessory and fragrance collections, view product details, and add items to their cart. Pieces range from an evening dress to a merino wool sweater, sneakers, handbags, and fragrances, among others. Additionally, they will have the opportunity to participate in a raffle. HUGO BOSS XP members who have downloaded and signed in to the mobile application can double their chances of winning, adding further excitement to the festive season.

"At BOSS, we're constantly finding new ways to establish closer connections with our consumers, whether through innovation, state-of-the art tech, contemporary style, or a

HUGO BOSS AG

Holy-Allee 3, 72555 Metzingen, Germany
Phone +49 7123/94-0

Press Release

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combination of all three. We strive to be at the forefront of modern retail experiences. That's why this immersive virtual world adds a fresh spin to the retail experience and aims to offer our audience something new and entertaining to their associations with the brand," said Nadia Kokni, SVP of Global Marketing and Brand Communications at HUGO BOSS.

The merino wool offering will be available from November 22, 2024, at BOSS stores worldwide, on boss.com, and through wholesale partners.

High-resolution images can be downloaded from: [Holiday Campaign](#)

About BOSS and HUGO BOSS:

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kidswear complete the brand. The world of BOSS can be experienced in over 489 own stores worldwide. BOSS is the core brand of HUGO BOSS, one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

For any specific queries about the new collection, please contact: press@hugoboss.com.

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