

Metzingen, June 12, 2024

HUGO BOSS MOVES ITS FRENCH BRANCH TO NEW OFFICE SPACE AT RUE DE GRENELLE

The premium fashion and lifestyle company, HUGO BOSS, has moved its Paris office to the heart of the 7th arrondissement at 113, rue de Grenelle. The 2,600 m² space reinforces the Group's commitment to the French market and provides the perfect premium environment to showcase the BOSS and HUGO brands to press and partners.

The new office complex perfectly balances old and new: It is composed of three buildings, including a listed mansion dating from the early nineteenth century, which houses the modern 1,200m² commercial showroom on five levels. The building overlooking rue de Grenelle consists of the office and the press showroom.

With its typical Parisian flair, the showroom area is an excellent environment to welcome partners and to present the menswear and womenswear collections of BOSS and HUGO in two separate spaces. The sleek steel-grey furniture reflects the clothes with its mirrored base and provides depth to the showroom. The season's key accessories are displayed on granite-effect cubes, inspired by the presentation of pieces of art. The interior setup is completed by leather armchairs with designed lines and a rug with the iconic BOSS Double B monogram, a pearl grey color that is subtly reminiscent of the furniture.

The additional office spaces are decorated with a harmonious mix of herringbone parquet combined with light wood and anthracite grey furniture. An area with a contemporary style and huge bay windows is added and allows a bright opening to the outside. It takes up the classic codes of cornices and metalwork and connects the two buildings with a mirror-polished junction. The general design concept was developed to ensure and contribute to a safeguarding preservation plan which aims to enhance and protect the buildings that are part of the 7th arrondissement.

The architects paid particular attention to the sustainability of the entire office space. The ground floor for example is made of grey camel terrazzo, using recycled materials from a staircase on site. The building is certified High Environmental Quality (HQE) Sustainable Building.

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The new Western hub headquarters will be home to 133 employees working across fields such as sales, merchandise, marketing, PR, digital strategy and media, IT and HR.

Address:

HUGO BOSS

113 Rue de Grenelle, 75007 Paris, France

All assets can be downloaded from:

https://author-p43105-e402742.adobecloud.com/linkshare.html?sh=69aa7031_797c_4510_9a51_e3ab18922987.Im4Fh3A9TkMjumCwUXbVq-siyVIDq5cdHrnZxRzC0tE

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About HUGO BOSS:

HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. With its two brands, BOSS and HUGO, 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.