

Metzingen, September 12, 2023

THE CHANGE: BOSS UNVEILS 'SEE-NOW-BUY-NOW' PIECES MADE WITH INNOVATIVE HEIQ AEONIQTTM FABRIC AT MILAN FASHION SHOW

The BOSS Fall/Winter 2023 Fashion Show in Milan will feature three, "see-now, buy-now" outerwear styles crafted in cutting-edge HeiQ AeoniQTM fabric that form the limited-edition capsule collection of the brand's THE CHANGE initiative. The more sustainable fiber is engineered to substitute oil-based filament yarns, such as polyester and nylon. The pieces will be made available for purchase online and in selected BOSS stores just after the BOSS runway show scheduled for Friday, September 22, at 9pm CET, as part of the Milan Fashion week calendar. Customers will be able to learn more about the specific styles and THE CHANGE initiative via a dedicated website at boss.com/thechange.

All three of these exclusive items coolly combine plant-based fibers with high-tech, state-of-the-art construction methods. For menswear, the singular styles include a double-breasted trench coat with a removable belt that can be used to cinch the generous silhouette. This piece is crafted from a 3-layer textile comprised of HeiQ AeoniQTM fabric bonded with a bio-based, waterproof membrane, while the third, inner layer is a Swiss pima cotton. Its iconic construction includes flap pockets, shoulder tabs, a breast flap, and back vent, making it timeless and modern at the same time. The womenswear selection also features an impressive double-breasted trench made in a regular fit with a removable belt and an outer shell constructed from HeiQ AeoniQTM fabric, laminated with the same bio-based membrane. The third and final style is a sleek, gender-neutral bomber jacket designed with a relaxed silhouette and dropped-shoulder construction that boasts classic BOSS tailoring elements. Crafted from HeiQ AeoniQTM fabric and further embellished with trimmings made from environmentally conscious materials, it features light padding derived mostly from recycled silk, welt pockets, cuff and hem adjusters, as well as a concealed, two-way zipper that closes down the front. All of these pieces will be embroidered with a unique series number to indicate their limited-edition nature. Lastly, they will feature a woven label with a QR code where consumers can find more information on THE CHANGE initiative and BOSS's collaboration with HeiQ AeoniQTM.

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Press Release

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HUGO BOSS entered into a long-term strategic partnership with HeiQ AeonIQ, LLC, in 2022, to usher in a more sustainable approach to fashion that contributes to the company's aims toward climate neutrality within its own area of responsibility by 2030. The brand presented its first polo shirt using HeiQ AeonIQTM yarn, worn by brand ambassador and Italian tennis star Matteo Berrettini, at the Australian Open in early 2023. A second, limited-edition drop of the collarless polo shirt was later presented at the BOSS Open in Stuttgart in June. This marks the first of many capsule collections that will be created as BOSS continues to collaborate with HeiQ AeonIQTM and their revolutionary textile.

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 400 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 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 HeiQ AeonIQTM

HeiQ AeonIQTM is HeiQ's key initiative to disrupt the textile industry. As the global leader in textile innovations, HeiQ aims to create the world's first climate-positive continuous cellulosic filament yarn through a proprietary manufacturing process, reproducing the properties of polyester and nylon yarns for the first time in a cellulosic, durable, biodegradable, and endlessly recyclable fiber. HeiQ has established HeiQ AeonIQTM as a stand-alone company, allowing its business partners to participate from the development stage and be part of the team pioneering this initiative to reverse the carbon footprint in the textile industry. To make HeiQ AeonIQTM possible, HeiQ entered a first-mover strategic partnership with HUGO BOSS, and together they turned HeiQ AeonIQTM into a piece of garment. The LYCRA Company is involved in this initiative as the exclusive global distributor.

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High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2023/BOSS-HeiQ-AeoniQ.html#tabcontainer-3e4d1be7db-item-365cad1bc1-tab>

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

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