

Metzingen, January 23, 2023

BOSS LAUNCHES NEW PERFECT MOMENT COLLABORATION AT THE HAHNENKAMM RACES 2023

BOSS returned to the slopes as Presenting Partner of the Hahnenkamm Races in Kitzbühel, Austria, from January 16-22, 2023. This marked the second year of a four-year partnership between the premium German fashion brand and the legendary ski event. The Hahnenkamm weekend also served as a celebration of the launch of an exclusive collaboration between BOSS and skiwear brand Perfect Moment.

The BOSS x Perfect Moment capsule collection sees the casual, athleisure-driven aesthetic of BOSS united with Perfect Moment's renowned expertise in performance sportswear. The two brands' shared values of quality, fit and innovation come together in women's, men's and gender-neutral styles that deliver eye-catching looks both on and off the slopes.

Comprising hero silhouettes from existing Perfect Moment collections reworked in a bold color palette, the co-created capsule of duvet jackets, ski jackets, ski pants, all-in-one ski suits, salopettes, knitwear, base layers and accessories takes the wearer from the first chairlift of the day to the final run home, while also offering stylish après-ski looks.

On Friday evening, international press, influencers and VIPs joined the brand to celebrate the launch with an exclusive après-ski event at the BOSS Chalet. The venue, customized with bold BOSS x Perfect Moment branding, played host to a cocktail reception followed by dinner, DJ sets, live music and a dance show. A host of special guests attended the event, including Alica Schmidt, Khaby Lame, Naomi Watanabe, Jordan Barrett, Akam, Paola Locatelli and Nic Kaufmann.

During the day, visitors to the BOSS Chalet – located in a picture-perfect spot on the Ganslern Alm – enjoyed a spectacular view of the ski races and participated in an array of alpine activities, including ice picking, curling, and skiing.

The 23-piece BOSS x Perfect Moment capsule was showcased elsewhere at Hahnenkamm in striking BOSS style, with campaign imagery starring Jordan Barrett appearing on video walls,

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social walls and at the Kitz Race Club, an exclusive hospitality area decked out in BOSS branding for the weekend.

The BeyondKitz space hosted a dedicated 100sqm BOSS x Perfect Moment pop-up store, where visitors were invited to shop the new capsule. The more competitive among them took to the slopes virtually with a specially designed ski game, which offered the fastest racer the chance to win their own BOSS x Perfect Moment ski outfit.

As part of the partnership with the Hahnenkamm Races, the bold BOSS logo, unveiled during the 2022 brand refresh, featured prominently across the event space. The branding stood out at the top of the slopes – including on the Hahnenkamm start hut – and followed the competitors down the run, where the BOSS logo and monogram appeared on race flags, at the sides of the track, and on video walls. Innovative signage on the snow encouraged participants to “SKI LIKE A BOSS.”

Down in the finishing area, the grandstands for the event’s legendary Streif downhill slope and Ganslern slalom course were embellished with signature messaging from BOSS. Meanwhile, a hot air balloon and paragliders bearing the brand’s insignia hovered above the peaks.

On Saturday evening, the KITZ-RACE Club opened its doors for the KITZ-RACE Party 2023, presented by BOSS. The most exclusive party at Hahnenkamm, the event featured an exclusive gala dinner with special guests and live music.

“We were excited to be in Kitzbühel again this year. BOSS has a remarkable history with sports sponsorship, and this weekend marked a new chapter in our partnership with the Hahnenkamm Races. The action-packed event was also the ideal setting to showcase our BOSS x Perfect Moment collection on one of the world’s most legendary slopes. Our fans all over the world were able to experience this weekend’s most captivating moments via social media, as digital channels continue to play a key role in our marketing strategy,” said Daniel Grieder, CEO of HUGO BOSS.

The BOSS x Perfect Moment capsule collection is available at selected BOSS Stores around the world, at boss.com, and at perfectmoment.com/en-gb.

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The Hahnenkamm Races are considered the most spectacular and impressive event in the international alpine skiing race calendar. The downhill race on the legendary Streif and the races on the Ganslernhang have over 300 million views every year in Europe alone.

About BOSS and HUGO BOSS:

BOSS is known worldwide for its tailoring DNA - but along with this signature product category, BOSS has expanded beyond the confines of tailoring to offer a complete range of casualwear, bodywear, accessories, and athleisure that form a 24/7 wardrobe for the change-makers of today, in every role they play. The product range includes licensed products such as fragrances, eyewear, watches, and kidswear. Customers can experience the world of BOSS 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. With its two brands, BOSS and HUGO, the group offers collections in 128 countries at around 6,800 points of sale and online in 59 countries via hugoboss.com. With approximately 14,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 2.8 billion in the fiscal year 2021.

About Perfect Moment:

Perfect Moment started life in the technicolor '80s in Chamonix, founded by French sports filmmaker and professional skier Thierry Donard. His fearless designs – combining high-performance materials with daring prints and colors – were inspired by his team of free-ride skiers and surfers, all of whom were in pursuit of the perfect moment: the perfect wave, the perfect line, the perfect powder. In 2010, the headquarters were relocated to London after entrepreneurial couple Jane and Max Gottschalk took ownership of the brand and infused it with a fashion-forward edge. Having expanded into surfwear and lifestyle categories, 20 years of sportswear expertise still informs every design, while the outerwear collections marry the extreme demands of nature with those of city life. In 2022, celebrity couple Nick Jonas and Priyanka Chopra-Jonas took a minority investment in the brand. Perfect Moment manufactures and directly distributes its clothing and accessories collections through its online store via perfectmoment.com and is stocked in the world's most highly regarded international department stores and multi-brand outlets.

High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/63cd4512fff5db24cfb8ec17>

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If you have any questions, please contact press@hugoboss.com.

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