

Miami, March 21, 2022

BOSS HOSTS LOCAL MIAMI CONTEST AND STORE EVENT WITH BRAND AMBASSADOR MATTEO BERRETTINI

On Monday, March 21, BOSS offered Miami-local shoppers and tennis fans the opportunity for an immersive brand experience, on and off the court, with a tennis lesson followed by an in-store event at their Aventura retail location, hosted by world-renowned tennis player and BOSS Global Brand Ambassador, Matteo Berrettini.

In the week leading up to the events, BOSS announced a special contest to junior students of Miami-local tennis club, Cañas Tennis, offering twenty winners the opportunity to participate in a group tennis lesson led by Berrettini.

Contest winners gathered at Cañas Tennis club on the morning of the event where they were offered a selection of BOSS Kidswear to wear for the session. Following the hour-long lesson where winners were also given the opportunity for Q&A, autographs, and pictures, Berrettini ventured to the BOSS Store at Aventura Mall to host a meet-and-greet event with top clients, press, influencers, and VIPs.

High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/6239ffbdf3f6b0009277f87>

About Matteo Berrettini:

Matteo Berrettini has climbed the ranks of professional men's tennis on the global stage. At only 25 years of age, he has more than 100 tour-level match wins, as well as 5 ATP Tour singles titles. He is the only Italian player ever to reach the final of The Championships, Wimbledon. Nicknamed 'The Hammer', the explosive yet humble Berrettini brings a unique skill and flair to the game of tennis.

HUGO BOSS Fashions, Inc.

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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 127 countries at around 7,350 points of sale and online in 59 countries via hugoboss.com. With approximately 13,800 employees worldwide, the company, based in Metzingen (Germany), posted sales of close to EUR 2.8 billion in fiscal year 2021.

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

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