

Metzingen, September 19, 2023

BOSS AND SAMSONITE COLLABORATE ON AN EXCLUSIVE ALUMINUM CAPSULE COLLECTION TO ELEVATE YOUR TRAVELS

BOSS and Samsonite have co-created a capsule luggage collection that radiates a shared passion for premium quality, innovation, and timeless design with a distinctive twist.

The sleek BOSS | Samsonite collection – made of high-quality aluminum – is embellished with an anodized signature BOSS monogram pattern. This precise process embeds the tone-on-tone black motif in the aluminum shells, ensuring a pristine, long-lasting, and unique finish.

The suitcases soft-textured interior linings feature the iconic BOSS camel color and prominent BOSS branding. Spacious compartments with adjustable packing straps allow travelers to pack and organize their belongings with ease. The collection's distinctive tailored look is further enhanced through co-branded leather handles which feature throughout.

The design of the BOSS | Samsonite capsule seamlessly complements the new BOSS Fall/Winter 2023 collection, resonating with the BOSS ethos of self-determination and sophisticated tailoring.

Designed for fashion-forward travelers, the BOSS | Samsonite collection will appeal to those who have a passion for exploration, but refuse to compromise on style.

These captivating suitcases will be available in limited edition in selected BOSS and Samsonite stores, and on the brands' respective websites from October. From 2024, the range will be extended and made available across additional stores. The collection offers a choice of four models, including a cabin bag, two check-in suitcases, and a trunk.

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

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Press Release

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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 Samsonite:

Founded in 1910, Samsonite is the world's leading luggage brand with an extensive legacy in trendsetting travel solutions. Renowned for breakthrough research and its commitment to innovation and sustainability, Samsonite has excelled since its inception in a number of industry firsts and offers an extensive range of travel, business, kids, casual and personal accessory products. Samsonite helps travellers to journey further, with ever-lighter and stronger products.

www.samsonite.com

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2023/BOSS-Samsonite.html>

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

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