

Metzingen, August 3, 2022

WHATEVER YOU DO, #HUGOYOURWAY: HUGO EMBRACES THE POWER IN THE DIGITAL WORLD FOR FALL/WINTER 2022

A platform for self-expression, HUGO continues to encourage and empower every individual to be who they are, create their own look, and stay true to themselves. The rebellious brand further embraces this daring attitude with its Fall/Winter 2022 campaign.

Keeping up the energy from the branding refresh at the start of the year, HUGO is going one step further with this campaign. The brand's now instantly recognizable mantra, #HUGOYourWay, is impressively featured on massive screens, creating a mesmerizing scene that sets the stage for creatives to express themselves.

Korean-American rapper Big Matthew and Guyanese-American rapper SAINT JHN – both already introduced as HUGO brand ambassadors in January – make an electrifying return for Fall/Winter 2022. Joining them is American model and singer Selah Marley, forming an unstoppable trio of inspiring individuals who are not afraid to go their own way and break barriers.

With HUGO's impressive expansion to TikTok in conjunction with Instagram, the brand continues to explore new ways to connect with its youthful fans. Futuristic videos shot by some of the world's hottest content creators and posted using the hashtag #HUGOYourWay allow customers to see a new side of HUGO.

This teases an exciting moment for the brand: a deepened focus on its denim range and inspiring collaborations, which will be revealed soon. In addition to its denim products, the Fall/Winter 2022 collection continues to reinforce the brand colors of signature red, white, and black across its styles. Furthermore, the brand officially introduces its new HUGO monogram, which can be seen as all-over graphics on versatile styles from sweatshirts to footwear.

The digital-led campaign reflects the vision of the HUGO BOSS Group to become the leading premium tech-driven fashion platform worldwide. HUGO is at the core of the company's

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focus on younger customer groups including Gen Z, which is central to the Group's ambitious CLAIM 5 strategy.

High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/62c550022008f1000917fbe6>

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

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