

Metzingen, September 16, 2023

HUGO CELEBRATES LONDON FASHION WEEK WITH THE LAUNCH OF ITS HUGO X BELLA POARCH COLLECTION AT FLANNELS X

The biggest names in content, social media, and entertainment turned out to celebrate the launch of the HUGO x Bella Poarch collaborative collection on the evening of September 15 during London Fashion Week. The collection was introduced at Flannels X in London at a night replete with live DJ sets, digital art and the biggest names in international fashion. The party was a blowout of dynamic style, music and sound to debut one of HUGO's most daring collections yet and cast a spotlight on the princess of social media herself.

Known for her viral lip syncing videos and record-breaking rise to content creator stardom, Bella Poarch is a true Gen Z icon and a multi-season HUGO brand ambassador. With her fem-punk dressing, a music career as a grunge pop sensation, and her strikingly cool attitude, she's a key collaborator for the brand built on originality, authenticity, and self-expression.

To celebrate her stardom and present its new capsule, HUGO transformed Flannels X, the place where fashion, art and music intersect, into a Bellaverse to showcase three central themes of Bella's artistry, personality, and brand in conjunction with her notoriety in the worlds of music, social media, and gaming. Three key layers and themes of the Bellaverse, Cyber-Punk, Code Red, and Intergalactic, were communicated through unexpected interactive experiences such as an AI generated selfie pod for an engaging and unique guest experience. Multiple floor-to-ceiling LED screens in the Flannel's X basement event area displayed animated videos, eye-catching graphic visuals created by digital artist, Gabriel Massan, and seamless transitions to create a larger-than-life phygital playground of sensory storytelling. Additionally, for 24 hours, HUGO took over the screens on the outside of the Flannels building to showcase and tease visuals from the HUGO x Bella Poarch campaign as passers-by looked on. In a play on the concept of old-meets-new, the Flannels X basement was also decorated with mega-sized digital TV sets that reflected the same changing scenes displayed on the LED screens.

Bella Poarch joined TSHA behind the booth during her DJ set to debut her new single, CRUSH. Fellow music artists, Tamera and Marlie, also put on their own exclusive performances which cemented the tone for the night by bringing limitless energy, singular

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attitude, and upbeat tracks that got the audience on its feet. Additionally, Poarch shared smiles and took photos with 10 lucky meet-and-greet winners. Notable guests included Abby Roberts, Lola Clark, Kenza Boutrif, Feli Verena Greipel, and Eva Garnier who were all dressed in new HUGO x Bella Poarch and HUGO Fall/Winter 2023 looks.

The HUGO x Bella Poarch capsule of statement styles is all about Bella's world, her unapologetic rebellion and her creativity unleashed. Audacious and youthful designs that blend HUGO's codes of individuality along with Bella's grunge and glam characterize this larger-than-life collection. Acid-washed denim in shades of gray and slate, distressed jersey pieces, graphic T-shirts adorned with her face and name, plus an oversized patterned blazer and hoodie, knee-high and heel-high black patent Chelsea boots, and an asymmetrical handbag draped in chain link are included in the collection.

This limited capsule of styles will be available exclusively for Flannels at the Flannels X Pop Up Spaces in London, Liverpool and Sheffield as well as on flannels.com for six days starting on September 15. The HUGO x Bella Poarch global roll out will follow as the collection will be available to shop in stores worldwide and online at hugo.com starting September 20.

About HUGO and HUGO BOSS:

HUGO, the younger of the two HUGO BOSS brands, provides a platform for self-expression and an authentic way of dressing. Globally engaged and culturally fluent, the brand crafts clothes with individuality and attitude for those who dare to break with convention; those who set trends rather than follow them. Additionally, HUGO-licensed fragrances, watches, eyewear and kidswear all capture a youthful spirit. HUGO BOSS is 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.

High resolution images can be downloaded here:

<https://press-service.hugoboss.com/press-portal-pages/hugo/fall-winter-2023/hugo-x-bella-poarch.html>

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

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