



Press Release

## **HUGO BOSS opens first Flagship Store in Ginza**

Metzingen, June 26, 2021. On June 26, HUGO BOSS will open the doors of its first BOSS flagship store in Japan at Ginza, Tokyo's famous shopping district and most exclusive high-fashion hub.

Spanning two floors and a total retail space of 480 square meters, the store features the brand's latest interior concept and will present the full-line up of BOSS products and collections – from womenswear and menswear to the exclusive BOSS Made To Measure tailoring offer, for which a dedicated space was designed, providing for exceptional customized service and an exclusive shopping experience.

### **Innovative and welcoming: the store concept**

The signature elements of the store's interior concept are the white suspended back wall panels which give the impression of a "floating" wall. These were first introduced in the Soho, NY, store in 2020, and create the ideal backdrop for presenting product. Freestanding furniture with cubic and solid shapes perfectly contrasts with the floating background. The combination of marble, wood and polished chrome materials adds to the modern and welcoming atmosphere.

Additional color elements in white, beige and black – mainly featured in textiles and wall treatments – radiate a warm and homely feel. This is emphasized by the open floor plan, the generous, inviting seating and subtle warm skylights throughout the store.

In terms of digital innovation, customers can get inspired by the integrated digital media walls on the façade and in the store which show branded content as well as



the latest videos and campaign footage, aiming to enrich the brand experience and the customer journey.

Marking the flagship store opening, a dedicated capsule collection featuring a unique print will be available exclusively in Japan, and will include hoodies, shirts, shorts and slides available for a limited time only.

BOSS offers sophisticated, modern collections focused on quality and design to create an impeccable look – be it business, casual or athleisure. The menswear and womenswear line is also supplemented with shoes and accessories as well as eyewear, watches and fragrances.

BOSS Store Ginza

Store Address:

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