

Metzingen, December 15, 2022

## **NADIA KOKNI JOINS HUGO BOSS AS SENIOR VICE PRESIDENT GLOBAL MARKETING**

Nadia Kokni has been appointed Senior Vice President Global Marketing at HUGO BOSS AG. She will join the company on January 1<sup>st</sup>, 2023, and take over from Miah Sullivan.

Miah Sullivan leaves to pursue other business opportunities outside the company, and to start her own "brand heat agency" together with Trey Laird, founder, Chief Executive and Chief Creative Officer of Laird+Partners. Based on an exclusive cooperation between HUGO BOSS and the new agency, Miah will continue to work closely with HUGO BOSS. Trey Laird and Miah Sullivan were the co-architects of the record-breaking BOSS and HUGO campaigns with which the company successfully introduced its global brand refresh in January 2022.

"Miah has been one of the key players in repositioning the BOSS and HUGO brands in the global fashion market, and also a major contributor to the new 'social first' approach within our campaigns," says Daniel Grieder, CEO of HUGO BOSS. "We would like to thank Miah for her great contribution, and look forward to continuing to work closely with her in the future. We wish her all the best for the new entrepreneurial project ahead."

Miah Sullivan joined HUGO BOSS in May 2021 and contributed strongly to growing the brand value of BOSS and HUGO. Her outstanding achievements on many events and campaigns, including the global brand refresh, the Dubai fashion event, and the Milan fashion show, significantly helped to leverage both brands' potential.

"At the same time, we are very happy that Nadia is joining HUGO BOSS," says Daniel Grieder. "With her extensive experience at several global fashion companies, she will support us in further increasing our brand relevance and becoming one of the top 100 brands worldwide."

Nadia Kokni brings with her many years of broad senior marketing experience, including at Tommy Hilfiger, H&M and Adidas. Most recently, the British national held the position of Global Group Marketing Director at JD Sports Fashion, with a particular focus on elevating youth culture.

**HUGO BOSS AG**

Dieselstrasse 12, 72555 Metzingen, Germany  
Phone +49 7123/94-0

**PRESS RELEASE**

**HUGO BOSS**

If you have any questions, please contact  
Carolin Westermann  
Vice President Global Corporate Communications  
Phone: +49 7123 94-86321  
E-mail: [carolin\\_westermann@hugoboss.com](mailto:carolin_westermann@hugoboss.com)

**GROUP.HUGOBOSS.COM**

**TWITTER: @HUGOBOSS**

**LINKEDIN: HUGO BOSS**