

Metzingen, January 26, 2023

ORIGIN STORY: BOSS SPRING/SUMMER 2023 CAMPAIGN SHOWCASES HOW A BOSS IS MADE

On the heels of an incredibly momentous year and a highly successful brand refresh, the Spring/Summer 2023 campaign from BOSS provides a celebrity-filled exploration of what it takes to become a BOSS. The new season takes a closer look at the building blocks behind the empowering motto "Be your own BOSS," while inspiring others to embrace their full potential and live life on their own terms – with confidence, style and a forward-looking vision.

The heart of the campaign showcases six leading talents from various fields sharing their origin stories to inspire individuals to embrace their destiny: British supermodel Naomi Campbell, Colombian singer Maluma, American supermodel Gigi Hadid, South Korean actor Lee Minho, next-generation Italian TikTok creator Khaby Lame and Italian tennis player Matteo Berrettini. Each of these celebrated and globally recognized talents overcame obstacles and personal struggles to become their own BOSS. Captured by photographer Mikael Jansson, and under the creative direction of Trey Laird and his agency Team Laird, these power-packed stories are told through emotionally engaging words that portray their paths to triumph. These BOSS personalities always knew what they wanted, and their breakthroughs were achieved through a series of personal choices. While destined for greatness, they neatly personify the fact that BOSSes aren't born – they're made.

This is a new opportunity for meaningful storytelling while connecting with the BOSS community. The campaign aims to inspire personal ambition while showcasing the new collection in a way that motivates. It serves as a reminder that all paths in life can present countless twists of fate, yet the journey to become who you were ultimately meant to be begins within.

HUGO BOSS AG

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

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The Spring/Summer 2023 collection from BOSS showcases a bold aesthetic, combining a city-inspired spirit with a summery, off-court lifestyle in the brand's signature color palette of black, white, and camel. The result is a sophisticated, yet relaxed assortment in which the BOSS codes blend seamlessly, creating a sleek intersection of soft tailoring and elevated sportswear.

This dynamic and heartening initiative will be further supported by a holistic approach across various channels, including key social media activations and large-scale outdoor advertising techniques.

While wearing BOSS Spring/Summer 2023 sweatshirts, a diverse range of personalities – from VIPs to photographers, entrepreneurs to social advocates – will tell their own inspiring narratives on Instagram, with their posts echoing the collage effects and childhood imagery seen in the main campaign. Various celebrities – Demi Lovato, DJ Khaled, Bella Thorne, Anne-Marie, BamBam, Stella Maxwell, Stefflon Don, Macaulay Culkin and Christina Ricci – will join in and share their stories, alongside sports personalities Richarlison, Karl-Anthony Towns, Fernando Alonso, Xavi Simons, Aleksander Aamodt Kilde, Suresh Raina, Anthony Santos, Yusta Mardini, and Zaire Wade.

Adding to the social media buzz, influencers Naomi Watanabe, NikkieTutorials, Cameron Dallas, Aaron Rose Philip, Gottmik, Ox Zung, Nic Kaufmann, Akam, Paola Locatelli, Juanpa Zurita, David Dobrik, and Zainab Al-Eqabi will also take part in the Instagram activation. Over on TikTok, talents will be seen walking into the frame wearing BOSS outfits, and striking a pose while doing something they love. Tapping into the "Just a kid" TikTok trend, the video will transition to a childhood photo that mirrors the previous scene, showing that dedication has made them who they are today.

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Consumers will also be prompted to get involved with a dedicated Instagram filter through which they can share their own personal stories of taking control of their own destinies to become their own BOSS. In line with the campaign's use of collage-style imagery, users can upload pictures of their younger selves, then create images that combine select childhood facial features with their present-day selfies.

This innovative campaign is in step with a recent brand refresh and strives towards the HUGO BOSS Group's goal to increase global awareness of its brands.

About BOSS and HUGO BOSS:

BOSS is known worldwide for its tailoring DNA - but along with this signature product category, BOSS has expanded beyond the confines of tailoring to offer a complete range of casualwear, bodywear, accessories, and athleisure that form a 24/7 wardrobe for the change-makers of today, in every role they play. The product range includes licensed products such as fragrances, eyewear, watches, and kidswear. Customers can experience the world of BOSS 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. With its two brands, BOSS and HUGO, the group offers collections in 128 countries at around 6,800 points of sale and online in 59 countries via hugoboss.com. With approximately 14,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 2.8 billion in the fiscal year 2021.

High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/63bc3f6678e4e79d7b47e087>

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

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