

Metzingen, January 25, 2023

## **BOSS ANNOUNCES MIAMI "SEE NOW, BUY NOW" SHOW ON 15TH MARCH**

On the eve of unveiling its latest all-star campaign, BOSS announces that it will present its Spring/Summer 2023 collection in a spectacular "see now, buy now" fashion show to be held in Miami on 15<sup>th</sup> March 2023.

BOSS is already enjoying an incredibly bright start to 2023 with an amazing event-packed weekend at the Hahnenkamm skiing races in Kitzbühel. To keep the fast-paced momentum going, BOSS will head to Miami on 15<sup>th</sup> March and invite select international media, creators, talents, and VIPs to join its latest style celebration as special guests. The electric and dynamic presentation of the BOSS Spring/Summer 2023 collection will be further synergized with phenomenal digital buzz that will reverberate around the globe, as social media personalities share the experience and the BOSS "see now, buy now" collection online with their followers.

BOSS knows how to make an impact with destination launches: its Spring/Summer 2022 collection was presented in February 2022 against the stunning, otherworldly backdrop of the Dubai desert.

### 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

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**PRESS RELEASE**

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14,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 2.8 billion in the fiscal year 2021.

If you have any questions, please contact [press@hugoboss.com](mailto:press@hugoboss.com).

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