

Metzingen, June 21, 2022

UNAPOLOGETICALLY BOSS: A NEW CAPSULE COLLECTION INSPIRED BY THE LEGENDARY FREDDIE MERCURY LAUNCHES AS PART OF THE BOSS LEGENDS SERIES

Today, BOSS launches a unique capsule collection celebrating the attitude, vision and spirit of iconic singer, songwriter, and performer Freddie Mercury. The shared ethos between brand and artist exemplifies the desire to defy convention, live life on your own terms, and be your own BOSS.

Inspired by icons past and present, the BOSS Legends series launched recently with a collection inspired by Muhammad Ali and will continue over the coming months. Each collection is inspired by an iconic individual, with a portion of profits donated to a charity close to their heart.

This June during pride month, BOSS presents a limited collection that pays tribute to exceptional musician, game-changing performer, and inspirational icon Freddie Mercury. The capsule contains statement essentials printed with black and white photos of some of his renowned performances. Each is accompanied by his autograph or a specially created combined BOSS logo and autograph motif. A standout item from the collection is a T-shirt printed with a quote from Freddie that perfectly captures the spirit of the BOSS Legends series: "I'm not going to be a star. I'm going to be a legend!"

Freddie's flamboyant flair and everlasting personality along with Queen's irrefutable sound and style continue to influence a new generation of fans and musicians to this day. He and the band's artistry continue to reign supreme. "Bohemian Rhapsody", the 2018 biopic feature film

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PRESS RELEASE

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reinvigorated Freddie and the band's core fan base and generated a whole new audience. The film became the biggest music biopic in history and swept the Golden Globes and Oscars with the soundtrack topping the charts the world over.

The exclusive designs are available in black, white, or a bright yellow inspired by the jacket worn by Mercury during his last tour with Queen in 1986, a standout fashion moment that symbolizes Mercury's ability to break barriers in undeniably bold style.

The collaboration was made possible by Bravado, Universal Music Group's brand management division, in partnership with Mercury Songs Ltd. The Freddie Mercury capsule collection is available online and in BOSS Stores globally now, with a portion of all proceeds going to the Mercury Phoenix Trust.

High resolution images can be downloaded here:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/629f86472881d40009603792>

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.

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About Bravado

Bravado is the leading global provider of consumer, lifestyle and branding services to recording artists and entertainment brands around the world. Part of Universal Music Group, the leader in music-based entertainment, Bravado represents artists in more than 40 countries and provides services including sales, licensing, branding, marketing and e-commerce. Their extensive global distribution network gives artists and brands the opportunity to create deeper connections with their fans through apparel, consumer packaged goods and unique experiences. For more information: <http://www.bravado.com>

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

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