

Metzingen, May 4, 2024

HUGO TAKES RACING OFF TRACK AND INTO CULTURE WITH THE DEBUT OF HUGO GARAGE IN MIAMI

In celebration of the FORMULA 1™ CRYPTO.COM MIAMI GRAND PRIX 2024 weekend, HUGO drove its energy into the city by unveiling a new event series, HUGO GARAGE. On May 3 and 4, 2024, HUGO GARAGE Miami opened its doors as a multi-layered creative space modeled on the mechanics' workshops known and loved by F1™ fans. The concept tapped perfectly into HUGO's connection to the world of racing as Official Apparel and Eyewear Partner of the Visa Cash App RB Formula 1™ Team. It also marked a bold move by HUGO to showcase its disruptive spirit and redefine the boundaries of motorsport by offering an immersive experience grounded in culture – championing individuality and self-exploration both on and off the grid.

Based in Miami's artistic hub of Wynwood, HUGO GARAGE served as a playground for subversive self-expression within the worlds of fashion, motorsport, music, and street culture. Innovators and makers came together to create, customize, and inspire.

Along with Visa Cash App RB Formula 1™ Team drivers Daniel Ricciardo and Yuki Tsunoda, around 1,000 guests visited the HUGO GARAGE throughout the weekend, including Swae Lee, Vinnie Hacker, YG Marley, Prince Nasir Dean, Charly Jordan, Tarayummy, Gabbriette Bechtel, Larray Merritt and Jean Carlo.

Kicking off the weekend by showcasing the best in underground music culture, HUGO partnered with Boiler Room, an independent music platform and cultural curator known for supporting emerging artists and bridging the gap between local dancefloors and the wider world. With the HUGO x Boiler Room party on Friday, May 3, both collaborators celebrated the rebellious side of racing through music and fashion. Live music from Miami-based artists Ivy Queen and La Goony Chonga – along with DJ talents v1fro, El Gusano, and Sel.6 – generated hype on the ground and increased online engagement from fans worldwide. The recorded sets will also be available on demand at the end of May.

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HUGO in collaboration with LOVE RACING and AFROFUTURE presented a two-day music & racing experience at the HUGO GARAGE during the weekend. The global platform and lifestyle enterprise, dedicated to making competitive racing accessible for all created a monumental opportunity to break traditional barriers within competitive racing and make it accessible to a broader audience. The event featured an adrenaline-pumping Formula 1™ inspired racing setup, providing guests with an arcade-style racing experience. Participants will compete in sessions to achieve the fastest lap, remotely controlling miniature F1™ cars via steering wheels and gas pedals in a specially designed lounge. To culminate the weekend of activities, Saturday, May 4 celebrates Africa's rich cultural diversity and vibrant artistry through the lens of AFROFUTURE. For the event, LOVE RACING and AFROFUTURE present an unforgettable experience featuring top talents such as Afrobeats sensation Victory, alongside renowned DJs TxC, Ethan Thomas and MC Lolahsti blending powerful beats and racing for a monumental F1™ Weekend.

Elsewhere inside the HUGO GARAGE, a replica of the Visa Cash App RB Formula 1™ car – designed in special livery for the FORMULA 1™ CRYPTO.COM MIAMI GRAND PRIX 2024 – provided an exciting photo op, while a customization hub offered guests a variety of personalizations. Along with screen-printed T-shirts from Jordan Watts, attendees could have HUGO accessories customized with garage-inspired rivet hardware, or their favorite HUGO scent bottle airbrushed with their name and the HUGO GARAGE logo. Alongside this, fashion fans were able to view a presentation of pieces from the new, co-branded HUGO x RB capsule collection, which encourages F1™ enthusiasts to experience the thrill of the race while showing dedication to their favorite team. A selection of casual styles from the HUGO x RB collection and HUGO's Miami-inspired merchandise were available to shop in the brand's pop-up store in Wynwood's Red Bull Fan Zone from May 4-7.

Taking HUGO GARAGE from "IRL to URL", the brand launched a new experience on [PLANET HUGO](#), its Roblox universe, to allow fans to create, socialize, and celebrate the Visa Cash App RB Formula 1™ Team partnership. This immersive Roblox environment was unveiled at the event in a gaming zone featuring multiple screens that displayed several immersive spaces at once. The experience on Roblox replicates the Miami event space and serves as a hub for creators to discover the livery of the Visa Cash App RB Formula 1™ car, embark on scavenger hunts to collect rare patches for customization, get access to exclusive digital wearables and make new connections. On May 3, HUGO's guests in Miami – including two leading YouTubers, Chadio and Lilah Fraser known for creating Roblox content – were able to explore this new part of PLANET HUGO. To further spotlight the

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Roblox activation and capture the wider Formula 1™ fanbase, HUGO joined forces with Formula Apex Racing, a popular motorsports experience on Roblox, to reveal a one-month limited race challenge on a HUGO-branded track.

"Whether they joined us at HUGO GARAGE live in Miami or virtually, our 360° activation approach gave our community insider-access to a rich, memorable experience that brought together the thrilling worlds of motorsport, fashion, music, and gaming where they could immerse themselves in exciting performances, special product launches, a new Roblox rollout alongside endless shareable moments. We tapped into F1™ fandom from a uniquely HUGO point of view and showcased the weekend's events across our brand channels, to connect with our current HUGO audience and to expand our fanbase whilst capturing the attention of racing fans around the world," said Nadia Kokni, SVP of Global Marketing and Brand Communications at HUGO BOSS.

After kicking off race weekend at HUGO GARAGE, a selection of VIPs and influencers attended the race as guests of HUGO.

The HUGO x RB collection is available at selected HUGO stores worldwide and on hugoboss.com.

High-resolution images can be downloaded here:

HUGO GARAGE:

<https://press-service.hugoboss.com/press-portal-pages/hugo/summer-2024/HUGO-GARAGE.html>

HUGO x RB:

<https://press-service.hugoboss.com/press-portal-pages/hugo/summer-2024/HUGO-x-RB.html.html>

APPENDIX

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Combining references to contemporary tailoring, modern performance wear, and iconic fanwear, the HUGO x RB capsule features a combination of sharp and laid-back, sporty separates. Highlights include a bull-embroidered blazer with coordinating suit pants, a smooth leather jacket with contrasting details in tactile suede, and an array of laid-back pieces like hoodies, tracksuits, and cargo pants. Its color palette of black, gray, cream, and sand tones is infused with HUGO's bold, iconic red hue, capturing the rebellious, youthful attitude that runs through all elements of the brand's partnership with the Visa Cash App RB Formula 1™ Team. Additional branding – including red logo patches in woven canvas and silicone, and co-branded buttons and hardware – complete the range in statement style.

About HUGO and HUGO BOSS:

HUGO, the younger of the two HUGO BOSS brands, provides a platform for self-expression and an authentic way of dressing. Globally engaged and culturally fluent, the brand crafts clothes with individuality and attitude for those who dare to break with convention; those who set trends rather than follow them. Additionally, HUGO-licensed fragrances, watches, eyewear and kidswear all capture a youthful spirit. HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

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

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