



HUGO BOSS

The Undeniable Brand

An excellent product and unparalleled customer experience continues to build on the group's legacy of success, shares GARETH DAVID INCLEDON.

Founded in 1924, the HUGO BOSS Group is one of the leading companies in the premium and luxury segment of the apparel market, focused on the development and marketing of premium fashion and accessories for men and women. Headquartered in Metzingen, the Company of almost 13,000 employees generated net sales of EUR 2.6 billion in fiscal year 2014, making it one of the most profitable listed apparel manufacturers in the world.

The BOSS success story is inextricably linked to the history of the suit. The year 1960 saw the first men's suits fashioned by HUGO BOSS in serial production, followed in the 1970s by high-quality menswear collections presented under the BOSS core brand.

Vast Reach

HUGO BOSS leverages targeted marketing measures to raise the appeal of its brands. Apart from above-the-line marketing instruments such as print and out-of-home media, relevant target groups are increasingly reached using digital channels. In light of the expansion of the Group's own retail business, the importance of point-of-sale marketing is also mounting.

"Digital platform is definitely changing and shaping the future in fashion and retail industry," shares Gareth David Incledon. "In terms of marketing, we have been evolving from the traditional marketing approach to a dynamic and digital approach in Asia Pacific with more investment on digital marketing, social media engagement, etc. We keep customers updated on the latest product information through extensive social media platforms. In terms of retail, Ecommerce is something that we are



Gareth David Incledon, HUGO BOSS Asia Pacific President & CEO.

doing in China and will continue to expand in different parts of the world."

Intensive marketing activities and the sponsorship of sports and cultural events enhance the worldwide recognition of HUGO BOSS and its brands' image. The Company also shines at high profile fashion events in the world's fashion capitals, further emphasizing the appeal and acceptance of the Group's brands among key target groups and emotionally charging the HUGO BOSS brand world.

A Growing World

"The suit is our core and heritage product. We further strengthened the formalwear business when we introduced the made-to-measure offer in China and Hong Kong in 2013. The rich art of handcrafting lets BOSS MADE TO MEASURE ascend to a new level of excellence, which projects a modern and individualized luxury to our male customers, experiencing the ultimate manifestation of perfection behind the

bespoke-style suits – hand made in Germany. We definitely will extend this quintessential service to more cities in Asia in the near future, particularly in Singapore, Japan, and Korea, as well as in Australia," says Incledon.

"With the appointment of Jason Wu as our Artistic Director last year, we now also have a stronger range of womenswear. Jason adds fashionable details while maintaining the brand's precision and rigor, injecting softness and femininity to the BOSS womenswear collection. Jason is a genuine fashion star and a very talented designer. He has the ability to hit the nail on the head – without ever losing sight of the commercial aspect, which perfectly fits our brand. The work Jason is doing for us definitely creates excitement and generates a wider interest in the development of the brand."

Today, HUGO BOSS customers can buy products at approximately 6,500 points of sale in 129 countries. The number of points of sale owned by HUGO BOSS is growing dynamically to 1000. At present, the Group operates online stores in Germany, the Netherlands, France, Great Britain, Spain, Belgium, Austria, Switzerland, the United States and China.

"Over the past several years, HUGO BOSS started to take its business into its own hands in Asia, which is aimed at achieving extensive brand control and running retail operations ourselves. By assuming complete control of our brand presence in these countries, we will be further strengthening our presence in these important growth markets, and deliver a world class and consistent level of services to our customers." ■

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