



H U G O B O S S

ANNUAL REPORT 2008

THE FACETS

OF HUGO BOSS

A CUT DIAMOND CASTS MANY REFLECTIONS, EMITTING SHAFTS OF LIGHT THAT VARY WITH THE VIEWING ANGLE. SHARP EDGES JUXTAPOSE WITH SOFT TRANSITIONS, SLEEK SURFACES WITH MESMERIZING DEPTHS. HUGO BOSS OFFERS AN EQUALLY CAPTIVATING SPECTRUM OF DIMENSIONS THAT SHIFT WITH ONE'S PERSPECTIVE. DECADES OF EXPERIENCE AND INNOVATION HAVE FOUND EXPRESSION IN AN ARRAY OF CONTRASTING YET COMPLEMENTARY FACETS THAT COALESCE TO MAKE OUR ORGANIZATION TRULY ONE OF A KIND.

A full-page photograph of a man with dark hair and a light beard, wearing a white suit jacket over a dark grey shirt. He is sitting on a white, textured sofa. The background is a warm, wood-paneled wall. The word "ELEGANT" is printed in a large, black, sans-serif font on the right side of the image.

ELEGANT

Fashion can communicate a confident sense of style, attracting admiring glances. Fashion can be unconventional, challenging established mindsets and categories. The diverse collections of our BOSS and HUGO brands oscillate between elegant and edgy. Each one is positioned and showcased in its own brand world. In the sum of their parts, the collections crystallize the entire spectrum of fashion diversity that defines HUGO BOSS: supreme quality throughout, individually tailored to fit a multiplicity of target groups.

AVANT-GARDE



VERSATILE



Drawing on our rich heritage, we have systematically extended our competence base. From business- and eveningwear for men and women through sports collections and children's fashions to fragrances and accessories: each of these segments enhances our ability to key into our customers' specific needs. A powerful presence in every relevant global marketplace ensures immediate proximity to our customers. Their input feeds back into the evolution of our products.

INDIVIDUALISTIC



Fashion is our business. Glamorous events with international stars and the impressively choreographed fashion shows enthrall people around the world. Capturing the emotion of the moment – to present our products to optimum effect – is a passion that demands utter perfectionism. For this reason, experts from disparate disciplines work behind the scenes to ensure that our brands maintain and refine their radiance and charisma. A finely tuned strategy, we believe, is the only way to ensure sustained success.



STRATEGIC



EMOTIONAL



HOMEGROWN

HUGO BOSS enjoys global success, making it a fashion fixture in New York, Shanghai and Moscow alike. Our values too are consistent the world over: they form the essence of our brands, making us absolutely unique. Quality, precision and dependability are the forces that power our reputation in every corner of the globe. Coordinated centrally, our subsidiaries are the ambassadors that champion our message of “made-in-Germany” quality abroad – and increasingly in the growth markets of Asia and eastern Europe.

GLOBALLY PRESENT

BOSS
HUGO BOSS

BOSS
HUGO BOSS





DETAIL-PERFECT

HUGO BOSS products are synonymous with refined and proven quality, today combining time-honored craftsmanship with technological mastery. As a pioneer in our industry, we tap the strengths of automated manufacturing with the goal of perfecting our products – down to the very last detail. Fashion is an evolving phenomenon; it reverberates with dynamic energy and is in constant flux. We start with state-of-the-art technology and add a keen eye for trailblazing looks. The result: ongoing product innovation at benchmark-setting standards.

PROCESS-EFFICIENT





AMBITIOUS

The desire to produce something outstanding is the cornerstone of all competitive success. Ambition drives excellence – in fashion as in sports. For this reason we support individuals who have surpassed themselves through athletic achievement. We also feel a strong affinity to the world of art. Infused by open-mindedness and a willingness to explore, it – like fashion – thrives on trends, aesthetics and creativity. In the realms of sport, art and fashion alike, there are few greater sources of inspiration than the achievements of those who have made a profession of their passion.



INSPIRING



PROGRESSIVE

As a globally operative company, we have an obligation to give back to society and the environment. Social and ecological concerns therefore factor prominently into our entrepreneurial vision: HUGO BOSS believes in "Progress Founded On Sustainability." This translates into a growing commitment to charitable causes and to issues such as animal rights, environmental protection and social standards.

SUSTAINABLE



HIGHLIGHTS 2008

Successful business development

HUGO BOSS represents excellent design, high quality and therefore first-class fashion in the premium segment. In past year, the Company continued to further strengthened its market position and increased its sales by 6% in local currency.

Expanded product portfolio

HUGO BOSS has two brands and four fashion lines, offering its different target groups individual collections for every occasion. Fiscal year 2008 was not only the first year with HUGO star designer Bruno Pieters, but also saw the beginning of new products in the royalties segment.



Global expansion

Customers can purchase HUGO BOSS collections at over 6,100 points of sale around the world. In 2008 alone, the Company opened 54 new directly operated stores as well as over 150 additional franchise businesses all with a uniform design.

Optimized processes

HUGO BOSS is constantly working on improving its corporate structure. Following the completion of the Columbus Project, increases in efficiency were achieved in fiscal year 2008 throughout the value chain from product creation to delivery.

