

Metzingen, March 7, 2024

## **HUGO BLUE, NEW BRAND LINE WITH FOCUS ON DENIM AND SELF-EXPRESSION, CONNECTS WITH YOUTH CULTURE AT BERLIN LAUNCH EVENT**

In a memorable launch event that buzzed with creativity, HUGO brought the style and spirit of its new brand line, with denim at the core, to Berlin on March 6. Around 1,000 guests were invited to uncover the first collection, entering the world of HUGO BLUE in an immersive experience that combined inspiring product installations with the multiverses of entertainment and gaming.

Upon arrival at the venue, Wilhelm Hallen, guests entered a blue "tunnel" that transported them into HUGO BLUE's world. Bold logo details and a color palette in various shades of blue amplified the effortless vibe of the new brand line, encompassing menswear, womenswear, and gender-neutral pieces. Its focus is on denim essentials and a variety of streetwear staples, including graphic T-shirts and hoodies, tops, shorts, trousers, outerwear. Key looks were displayed in a unique and unexpected way in three dedicated "closets" – each with differently themed décor, from playful inflatables to wall-to-wall denim and captivating LED panels – which provided perfect photo opportunities.

The event showcased a customization zone, where local artists Rafaella Braga and Max Teutsch worked live, adding personalized touches to guests' HUGO BLUE pieces. Each attendee received a HUGO BLUE denim tote, and as a teaser prior to the event, a selection of VIP guests received a denim jacket with an iron-on flower badge featuring an integrated NFC chip, connecting to an immersive HUGO BLUE experience on Snapchat.

The event also marked the unveiling of PLANET HUGO, an ecosystem of unique, interconnected experiences on Roblox, a leading platform for communication and connection. PLANET HUGO's first two 3D environments, [HUGO HANGOUT](#) and [HUGO FASHION MATCH](#), were debuted at the launch event in a gaming zone featuring multiple screens that displayed several immersive spaces at once.

"Targeting its Gen-Z audience, HUGO harnessed the launch event as the perfect occasion to activate gaming and Metaverse spaces as key cultural focus territories. With PLANET HUGO, the brand is tapping into gamification, the facilitation of social moments, self-expression and

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self-exploration: all key aspects of HUGO's DNA, and values loved by the Roblox community, which has a growing interest in curation and style. HUGO FASHION MATCH is a social styling experience that presents an incredible opportunity to put HUGO BLUE's denim-focused fashion offering in the spotlight and bring people together through co-creation, allowing them to form new, meaningful friendships," said Nadia Kokni, SVP of Global Marketing and Brand Communications at HUGO BOSS.

Back in the physical world of the Berlin launch event, a headline performance by American rapper and Grammy-nominated songwriter Swae Lee set the tone for the evening. Two of the stars of the very first HUGO BLUE campaign, German rapper Reezzy and British actor Jasmine Jobson were also in attendance, as was German DJ and producer Adam Port from Keinemusik, who performed during the evening. Connecting with the social generation of changemakers who consider creative ways of dressing as expressions of their individuality, HUGO shared all happenings from the launch event with its social media community. The focus was HUGO BLUE's unique brand experience, which bridges the virtual and physical worlds by combining gaming culture with style, music, and art elements. Boosting the event's presence on social media, influencers such as Jordyn Jones, Perris Howard, Alani Figueroa, Eelyse, Marvin Appiah Korang, Luca Lorenz, Scarfaxce, and Kay McPhee attended the event to capture fashion-focused content for Instagram, TikTok, and Snapchat. Additionally, prominent gamers such as Clix and Chad Epps shared their experiences of the evening with their communities on TikTok, highlighting HUGO's move into Roblox.

The venue featured an area with a 180-multicam and a photo-ready backdrop. Live content captured during the event was projected onto a central tower, seamlessly integrated with the DJ booth. Product showcases, visuals from the brand's global campaign, eagle-eye footage streamed from the customization area, and Roblox gaming footage were displayed on a mix of TV screens and LED panels.

To generate further excitement for the new brand line, and the launch of HUGO's global Summer 2024 campaign, large-scale advertising placements were rolled out with spectacular displays in New York and Berlin – which raised brand awareness and encouraged fans to discover the debut HUGO BLUE collection in nearby stores.

High resolution images can be downloaded here:

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<https://press-service.hugoboss.com/press-portal-pages/hugo/summer-2024/hugo-blue-launch-event.html>

## **APPENDIX**

HUGO HANGOUT offers a Roblox shopping experience and an ever-changing home for HUGO's virtual merchandise, events, and loyalty rewards. As an adaptable environment, the look and feel of HUGO HANGOUT was designed to mirror the setting of the launch event. In this space, visitors can buy or redeem HUGO wearables. HUGO HANGOUT is fun and engaging thanks to its added interactive elements: scavenger hunts and an "obby" (obstacle course) that allow users to earn points.

HUGO FASHION MATCH is a social styling experience where visitors are challenged to dress their opponent's avatar, pulling from their own or the opponent's virtual wardrobe of digital wearables, and new, purchasable options from HUGO. Users can add each other as friends, chat via microphone or text, take post-game selfies to share on social media, and even utilize face-tracking technology to enhance their avatars with an emotive touch.

### 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](mailto:press@hugoboss.com).

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