

HUGO BOSS



BRAND HISTORY



1923: Hugo Boss founded in Metzingen, Germany, initially focusing on jackets, shirts, and work clothing.

1928: Dramatic turnaround as Hugo Boss became a licensed supplier of Nazi uniforms, boosting sales and workforce expansion.

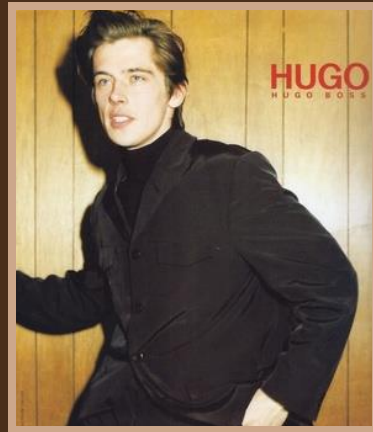
1929: Company succumbed to bankruptcy due to the global economic downturn, threatening its survival.

1931: Resilience demonstrated by reviving the company with only six sewing machines and a reduced workforce.

1948: Post-WW II, shifted focus from military contracts to meeting the demand for high-quality men's suits, redefining the brand and positioning it for recovery.

1950: Secured first significant suit orders, expanding the workforce to 128 employees and aligning with the rise in male fashion consciousness, signaling the brand's resurgence in the market.

BRAND HISTORY



1977: Registered BOSS label, solidifying its presence in stylish menswear.

1985: Went public on the Frankfurt Stock Exchange, raising capital for expansion.

1993: Launched the HUGO brand, laying the foundation for a two-brand strategy.

2017: Implemented Two-Brand Strategy to target distinct demographics.

2021: CEO Daniel Grieder introduced the CLAIM 5 Growth Strategy, transforming the brand.

2022: Launched star-studded campaigns: #BeYourOwnBoss for BOSS, #HugoYourWay for HUGO.

2024: Celebrating 100 years of Hugo Boss.

DANIEL GRIEDER

Chief Executive Officer of HUGO BOSS

VISION

BECOME THE
LEADING
PREMIUM
TECH-DRIVEN
FASHION
PLATFORM
WORLDWIDE

MISSION

WE LOVE
FASHION,
WE CHANGE
FASHION

AMBITION

BECOME
ONE OF THE
TOP 100
GLOBAL
BRANDS



OVERALL BRAND PICTURE



HUGO BOSS at a glance



4.2
Sales (EUR billion)



~19,000
Employees¹



131
Countries



Key locations/global market presence



AMERICAS

~1,900
Brick-and-mortar points of sale
115
Freestanding retail stores

14% Employees

Headquarters

Regional office

EMEA (Europe incl. Middle East and Africa)

~5,300
Brick-and-mortar points of sale
212
Freestanding retail stores

73% Employees

Digital Campus

Product-development

ASIA/PACIFIC

~600
Brick-and-mortar points of sale
162
Freestanding retail stores

13% Employees

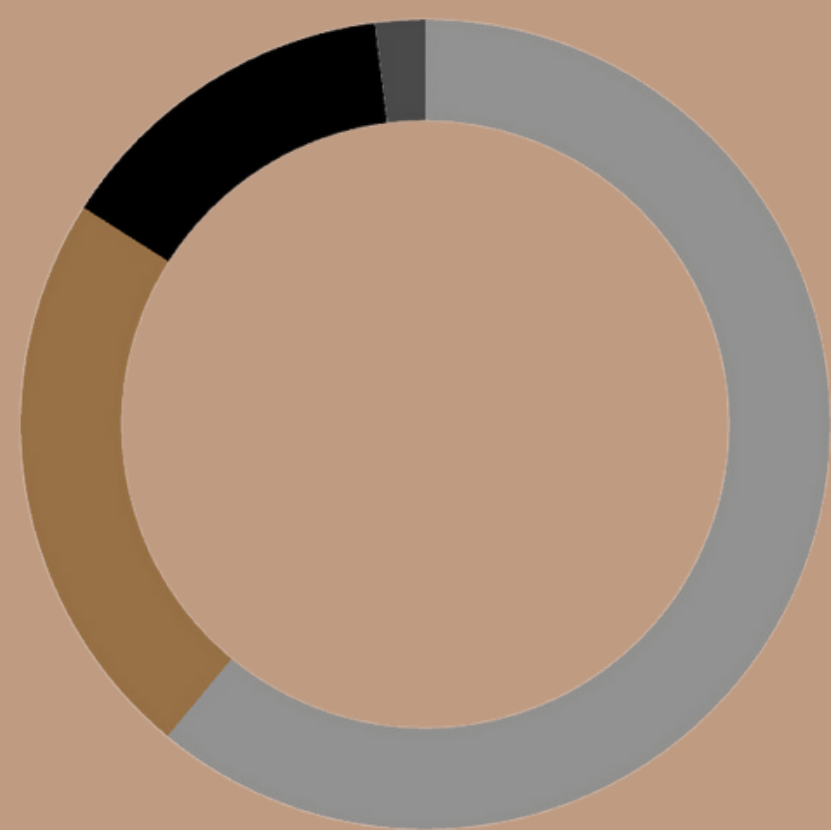
Production

Distribution center

Source: [Business-activities-and-group-structure](#)

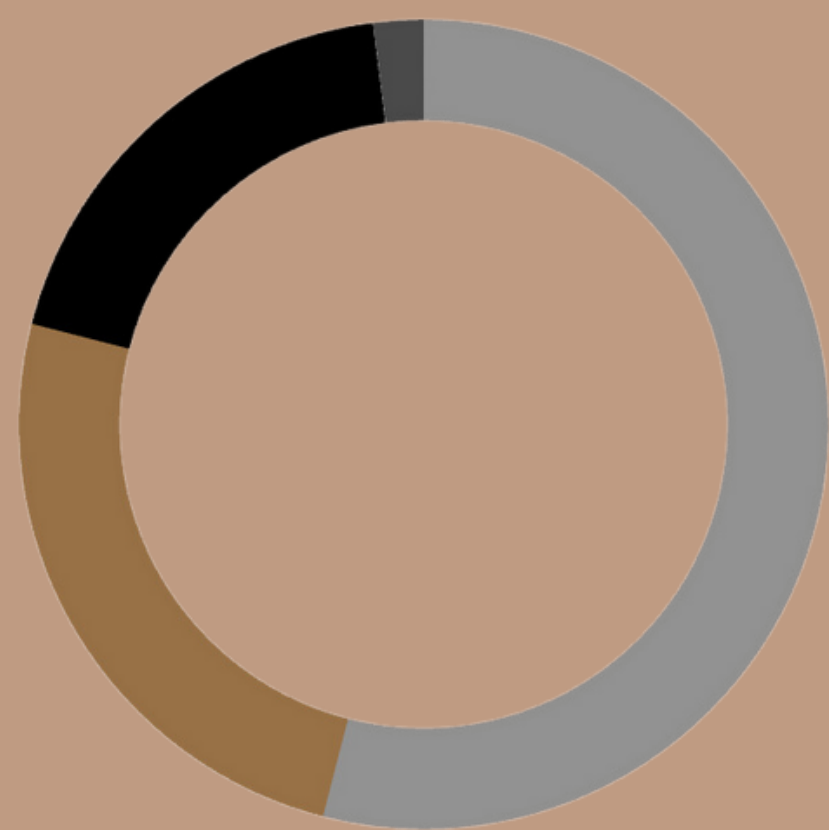
OVERALL BRAND PICTURE

SALES BY REGION



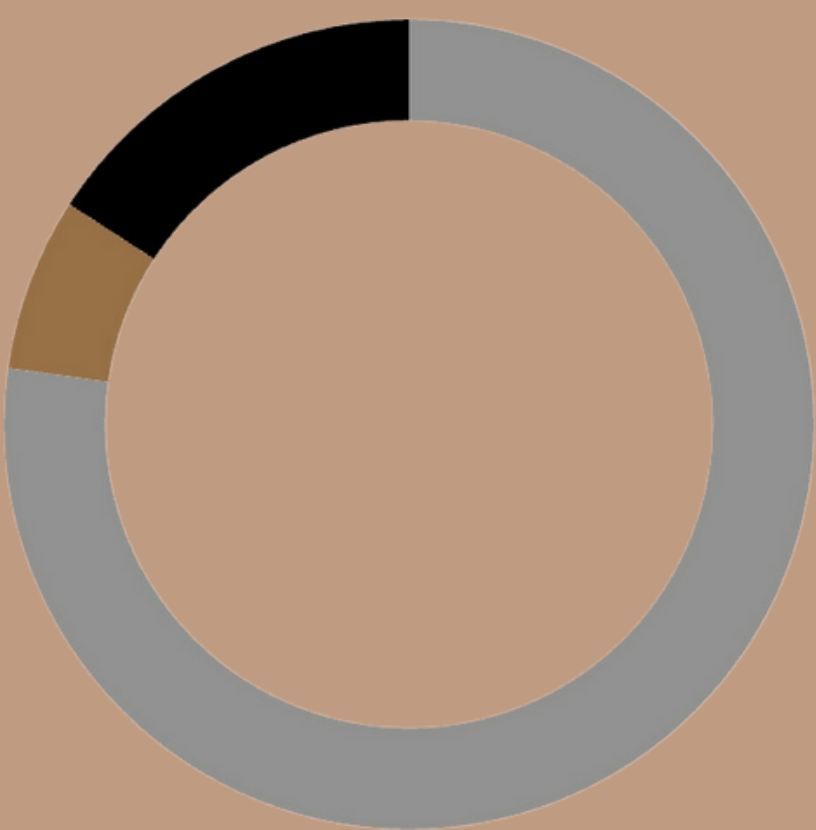
EMEA (61%) Americas (23%)
Asia/Pacific (14%) Licenses (2%)

SALES BY CHANNEL



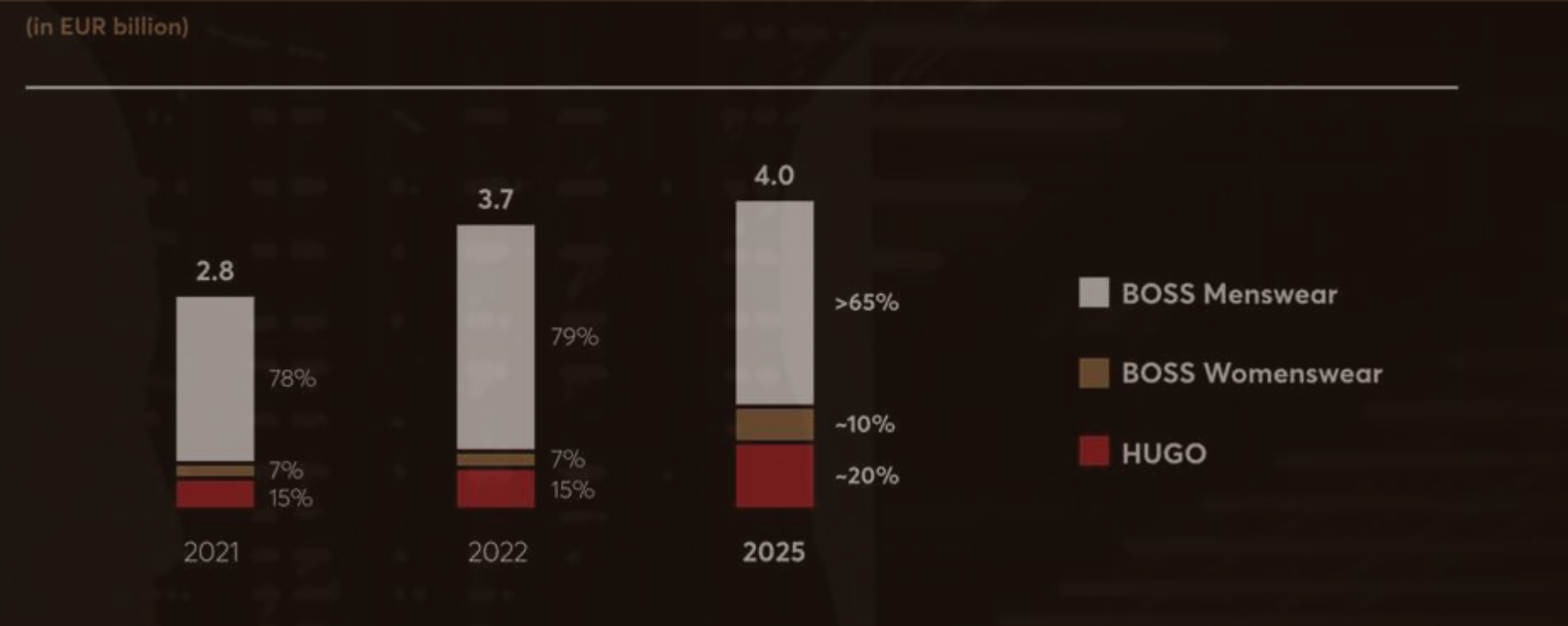
Brick-and-mortar retail (54%)
Brick-and-mortar wholesale (25%)
Digital (19%) Licenses (2%)

SALES BY BRAND



BOSS Menswear (78%)
BOSS Womenswear (7%)
HUGO (16%)

GROWTH AMBITION BY BRAND



BRAND STRATEGY

WHY

CONSUMER FIRST

01

02

03

04

05

WHAT

BOOST
BRANDS

PRODUCT IS
KEY

LEAD IN
DIGITAL

DRIVE IN
OMNICHANNEL

ORGANIZE FOR
GROWTH

SUSTAINABLE THROUGHPUT

HOW

RIGOROUS EXECUTION

EMPOWER PEOPLE AND TEAMS

CLAIM 5 Strategy

WHY CHANGE STRATEGY ALL OF A SUDDEN?

Rapid Digitalization

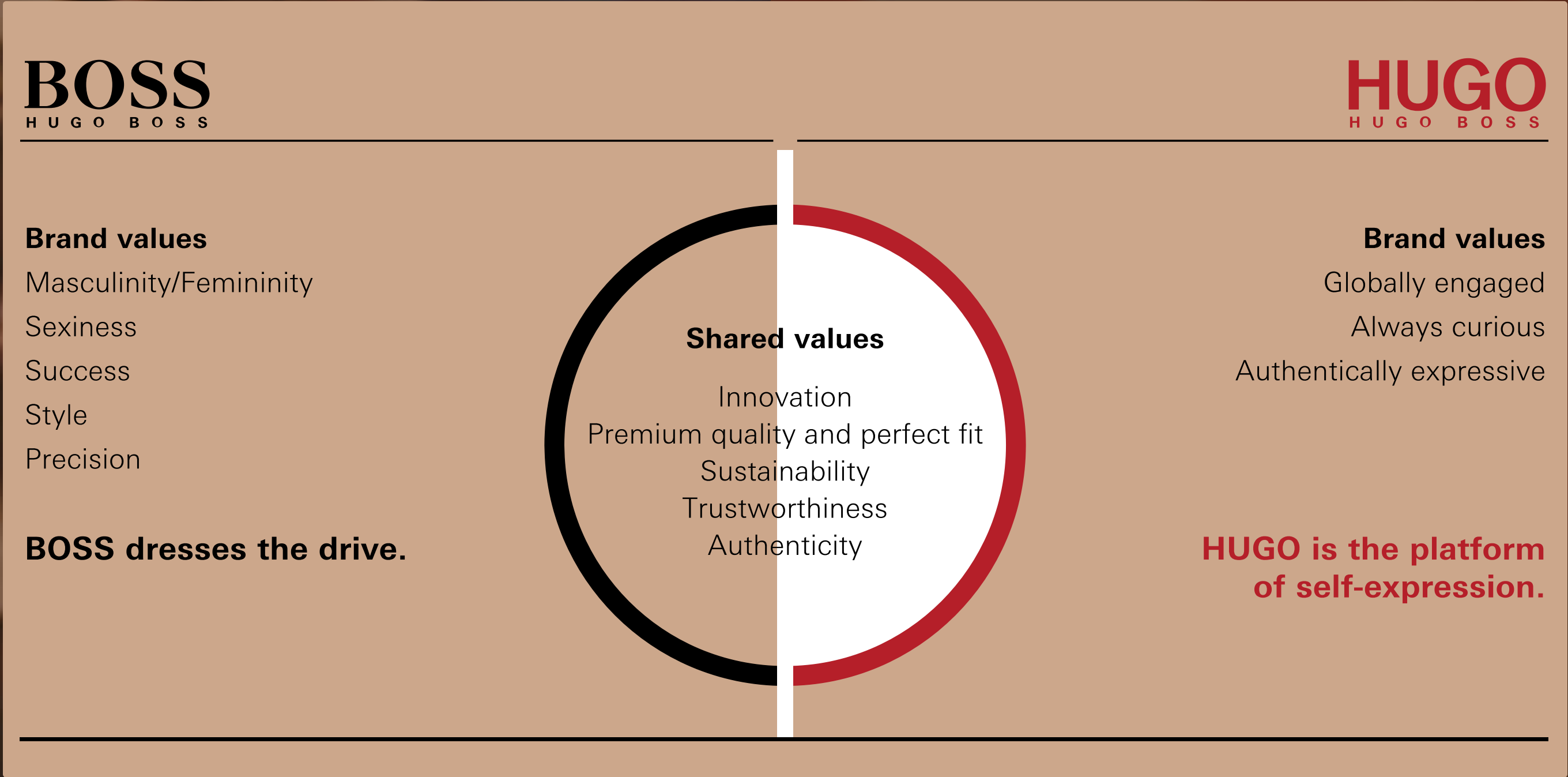
Shift in Fashion Preferences among the consumers

Demographics change



Source: <https://sharpmagazine.com/2022/01/26/hugo-boss-rebrand-2022/>

BRAND POSITIONING



USER

PERSONA 1



NAME	Marcus Williams
AGE	40
LOCATION	Los Angeles, CA
OCCUPATION	Creative Director at a Marketing Agency
MARITAL STATUS	Married
KIDS	2
ANNUAL INCOME	\$230,000

INTERESTS	<ul style="list-style-type: none">Contemporary art, street fashion, design, and photography.Enjoys attending fashion shows, tech conventions, and spending time outdoors with his children.Passionate about staying fit and healthy; a regular at the gym.
CHALLENGES	<ul style="list-style-type: none">Juggling a demanding creative job and single parenting responsibilities.Needs clothing that reflects his creative, forward-thinking mindset while being practical and comfortable for everyday wear.Struggles to find high-quality, trendy outfits that balance style with functionality, especially when managing time with kids.
GOALS	<ul style="list-style-type: none">To maintain a modern, edgy, and creative appearance without compromising on quality or comfort.Wants to set an example of a modern man who balances creativity, professionalism, and fatherhood.
MOTIVATION	<ul style="list-style-type: none">Wants to be seen as a trendsetter in his industry, while being practical and relatable.Strives to create a brand identity through his own style, where professionalism meets personal flair.
SOURCES OF INFO	<ul style="list-style-type: none">Follows street fashion influencers on Instagram, reads industry blogs, and is an active member of creative online communities.Watches YouTube fashion vlogs and listens to podcasts about fashion and modern masculinity.
ADDITIONAL	Marcus expects a brand to fuse innovation and tradition in their designs. He looks for clothes that can transition seamlessly from client meetings to creative brainstorming sessions and weekend outings with his children.

USER

PERSONA 2



NAME	Jamal Thompson
AGE	29
LOCATION	Brooklyn, NY
OCCUPATION	Graphic Designer and Freelance Illustrator
MARITAL STATUS	In a relationship
KIDS	No
ANNUAL INCOME	\$95,000

INTERESTS	<ul style="list-style-type: none">• Streetwear fashion, skateboarding, contemporary art, and music production.• Enjoys attending underground music events, exploring urban fashion culture, and collaborating with artists on creative projects.• Passionate about sustainability, upcycling, and eco-friendly brands.
CHALLENGES	<ul style="list-style-type: none">• Finds it difficult to get stylish clothing that aligns with his sustainable values and still allows him to stand out creatively.• Needs his outfits to seamlessly merge with his casual lifestyle while still being fashionable for both work and social events.
GOALS	<ul style="list-style-type: none">• Wants to develop a personal style that speaks to both his professional creative side and his laid-back, streetwear-focused lifestyle.• Seeks to support brands that reflect his passion for sustainability and eco-conscious practices.
MOTIVATION	<ul style="list-style-type: none">• Desires to stay ahead of fashion trends that reflect his creativity, without compromising his ethical values.• Values clothing that can easily transition from casual to professional settings in the urban art world.
SOURCES OF INFO	<ul style="list-style-type: none">• Follows streetwear blogs, watches YouTube channels about up-and-coming fashion trends, and stays connected with eco-conscious designers on Instagram.• Gets inspiration from skateboarding and music communities, which influence his fashion choices.
ADDITIONAL	Jamal would appreciate if the brand shows interest and commitment to sustainability, artistic collaborations, and bold, non-conforming designs that allow him to express his individuality while aligning with his ethical values.

TARGET SEGMENT

BOSS

BOSS

- Targets slightly older generation, particularly millennial shoppers (aged between 28 and 43).
- This segment consists of affluent professionals and business executives who prefer refined, polished and contemporary elegant attires.
- They seek versatile clothing suitable for both formal and leisure occasions, often prioritizing health, work-life balance, and fitness. So, they look for brands to seamlessly accommodate this transition from professional to personal lives in their products.
- These individuals aspire to or already hold leadership positions, chase their dreams, and define success on their terms. Hence, they value prestige and social status often seeking brands that convey accomplishment, leadership, and success.
- Compared to Gen Z, this segment tends to exhibit stronger brand loyalty. Once they find a brand that aligns with their lifestyle and values, they are more likely to remain loyal.

TARGET SEGMENT

- Targets younger generations, especially Gen Z (aged below 25).
- This segment is highly fashion conscious and follow latest trends. They desire for self-expression and are likely to be engaged with contemporary and casual styles.
- This segment of people values individuality, experiences and have trend setting characteristics and hence they value exclusive contents, limited editions and celebrity collaborations.
- This segment breathes and lives on **technology** with the significant amount of their time spent on social medias like Tik Tok, Instagram and YouTube. They look for brands that engage them online and offer interactive content and influencer and celebrity collaborations.

HUGO

HUGO
HUGO BOSS

BOSS

HUGO BOSS





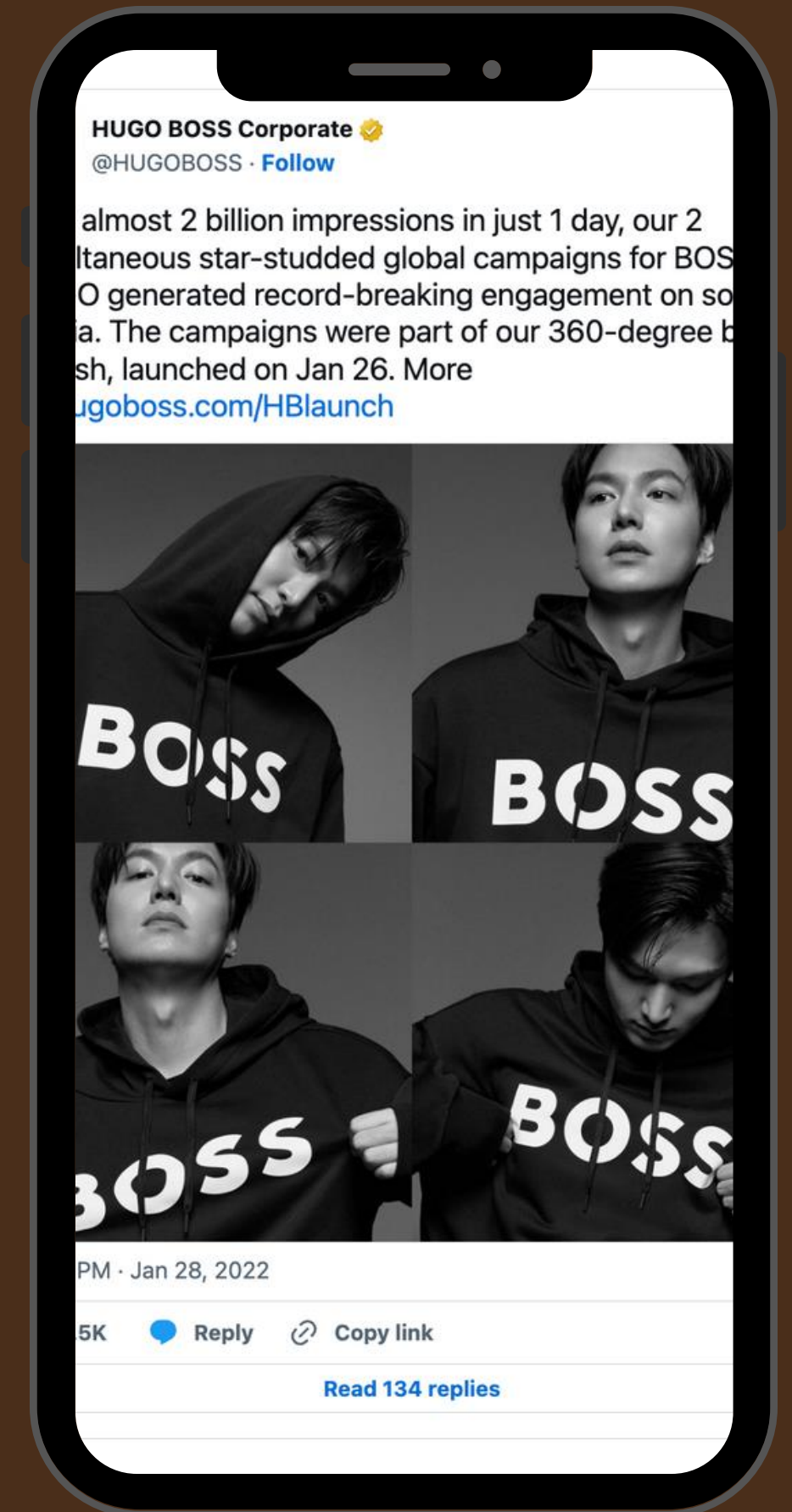
#BeYourOwnBoss

RECORD BREAKING ENGAGEMENT

A campaign that took the world by storm

- ▶ 1.9 billion impressions in a day.
- ▶ 75 million engagements across all social media channels in 24 hours.
- ▶ Social engagement increased by 84% on BOSS Instagram.

This engagement surge was reflected in the doubling of global internet traffic to the official Hugo Boss website.



BOSS
H U G O B O S S

Conditioning

**Classical Conditioning
Learning Theory**

Celebrities

**Micro
Influencers**

**Normal
people**

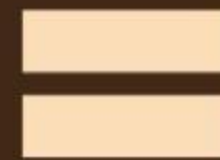
CLASSICAL CONDITIONING THEORY



Neutral Stimulus



Unconditioned Stimulus



Leadership, Success,
Empowerment

JOSHUA + BOSS

Are you ready to be your own Boss?



Anthony Joshua OBE is a **British professional boxer**. He is a two-time former unified world heavyweight champion.

Joshua's emphasis on **pre-planning and tailoring** highlights the **meticulous and refined nature** of Hugo Boss products.

This trains consumers to see Hugo Boss as a brand that takes care of every detail, positively conditioning them to expect quality and sophistication.

He embodies values like ***strength, success, and confidence***—qualities that align with the brand identity of BOSS



#BeYourOwnBoss

FUTURE + BOSS



Nayvadius DeMun Wilburn, better known as Future, is an **American rapper, singer, songwriter, and record producer.**

Future defines “**Boss**” as “**Privacy**,” urging fans to use their imagination to understand this concept. His description of the brand as “**luxurious, opulent, The Future**” reinforces the idea that wearing Hugo Boss brings consumers closer to the lifestyle he represents.

He embodies values like *style, success, and luxury lifestyle*—qualities that align with the brand identity of BOSS

#BeYourOwnBoss

HAILEY + BOSS

Are you ready to be your own Boss?



Hailey Rhode Bieber is an **American model, socialite, and businesswoman.**

Hailey conditioned her audience to see Hugo Boss clothing as symbolic of **empowerment** and **respect for women making strides in leadership and success.** The association strengthens as she posts images and speaks about these themes on social media, conditioning her followers to desire the product as a means of expressing these values.

She embodies values like ***empowerment, confidence, and female leadership***—qualities that align with the brand identity of BOSS



#BeYourOwnBoss

KHABY + BOSS

Are you ready to be your own Boss?



Khabane "Khaby" Lame is a **Senegalese-Italian social media personality**. He is known for his TikTok videos, in which he silently mocks overly complicated "life hack" videos. As of 2024, he is the most-followed user on TikTok.

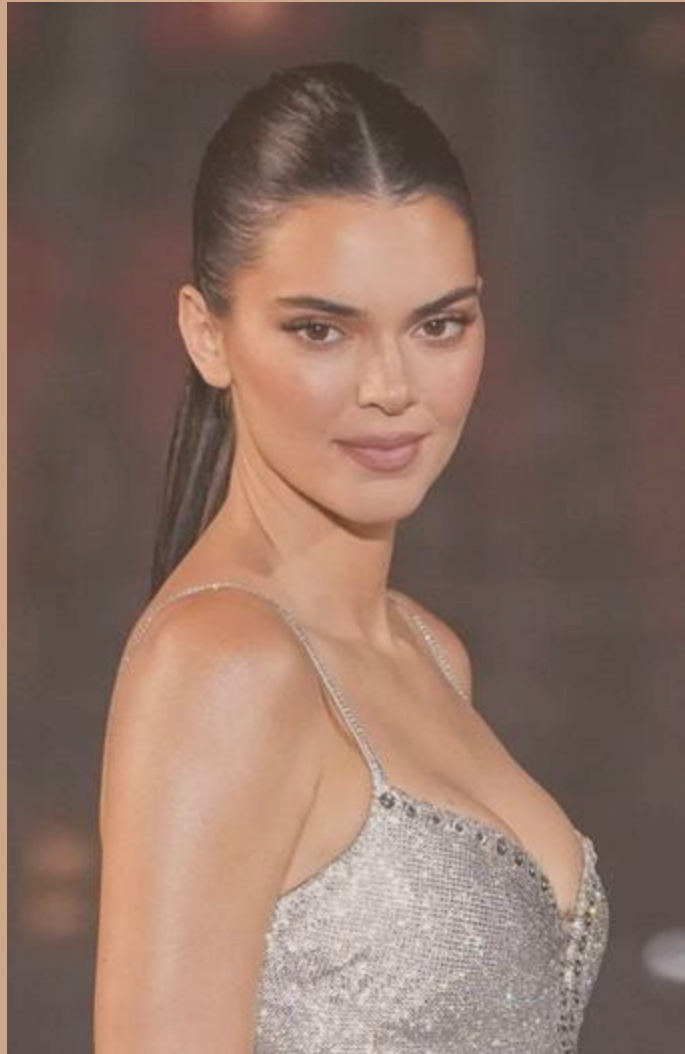
By leveraging Khaby's massive TikTok presence and unique style, Hugo Boss taps into a **younger, digitally savvy audience**, conditioning them to associate the brand with simplicity and effortless charm making consumers feel **cool, stylish, and in control without needing to do too much**.

He embodies values like *effortlessness, confidence, simplicity, and humor*—qualities that align with the brand identity of BOSS

#BeYourOwnBoss

KENDALL + BOSS

Are you ready to be your own Boss?



Kendall Nicole Jenner is an **American model, media personality, and socialite**. She rose to fame in the reality television show Keeping Up with the Kardashians.

The conditioned stimuli in Kendall Jenner's case are the **stylish and aspirational fashion elements** she represents, particularly through her glamorous and highly relatable persona.

She embodies the **luxurious, yet approachable nature** of the BOSS brand.

She embodies values like ***elegance and individuality*** —qualities that align with the brand identity of BOSS



#BeYourOwnBoss



MATTEO + BOSS

Are you ready to be your own Boss?



Matteo Berrettini is an **Italian professional tennis player**.

He represents the modern Boss man who is both stylish and strong-willed. He creates a conditioned stimulus in the form of **strength, confidence, and perseverance, particularly appealing to younger, sport-oriented consumers** who aspire to have these characteristics.

He embodies values like ***strength, perseverance and reliability***—qualities that align with the brand identity of BOSS

ALICIA + BOSS

Are you ready to be your own Boss?



Alica Megan Schmidt is a **German runner**.

The conditioned stimulus for consumers, in this case, was Schmidt's association with high-performance sportswear and fashion.

Schmidt's involvement helped align the BOSS brand with **strength, resilience, and sophistication**.

She embodies values like ***determination, resilience, and confidence*** — qualities that align with the brand identity of BOSS



#BeYourOwnBoss

BOSS STORIES...



Repeated
Exposure

#BeYourOwnBoss

BOSS
HUGO BOSS



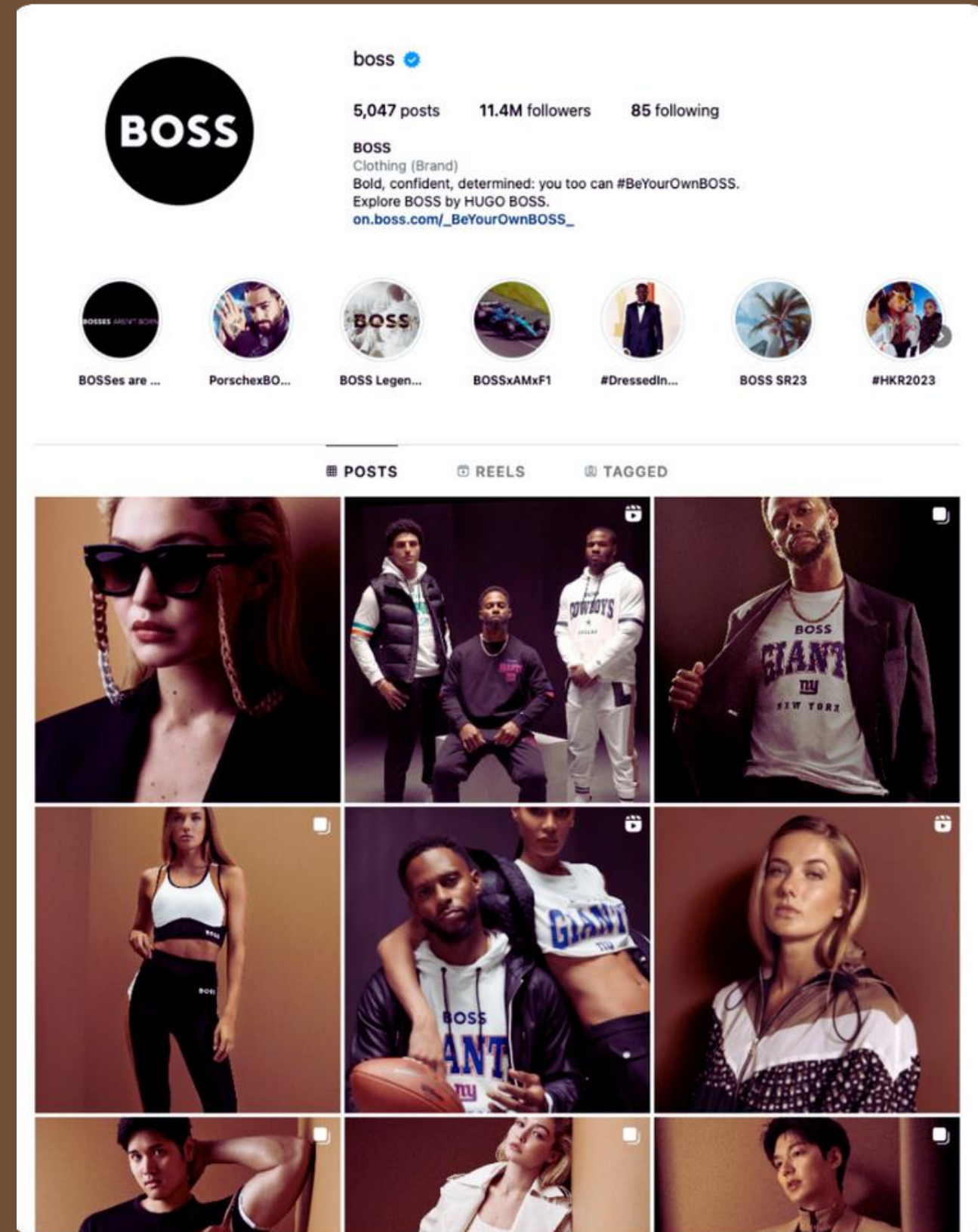
**#BeYourOwn
Boss**

**Aspirational
Micro
Influencers**

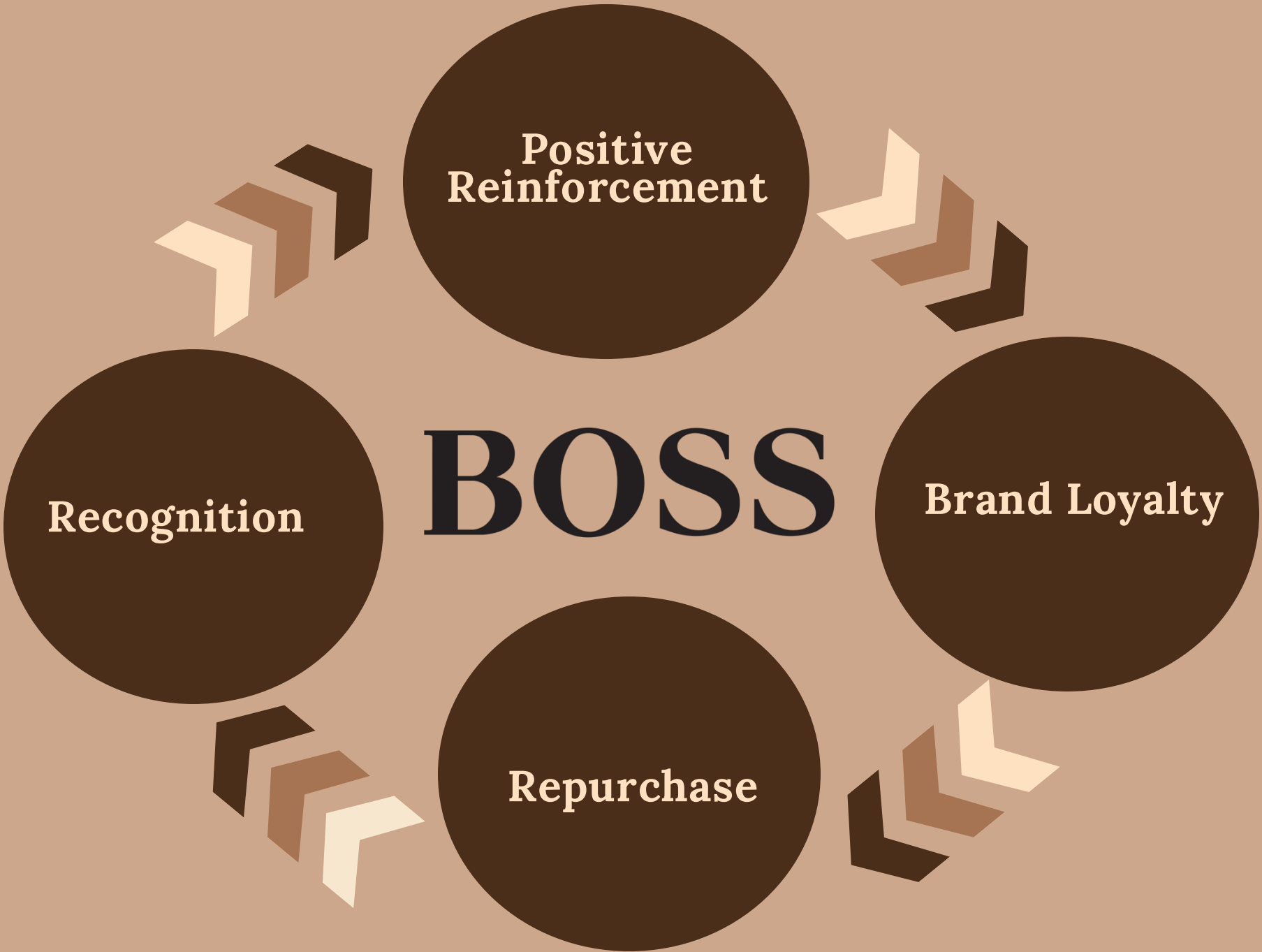
**Aspirational
Life style
Products**

RECOGNITION !!

Hugo Boss posts user-generated content on their official social media account which is a reward for the customers as it gains them recognition among their friends, social circle and professional network during meetings

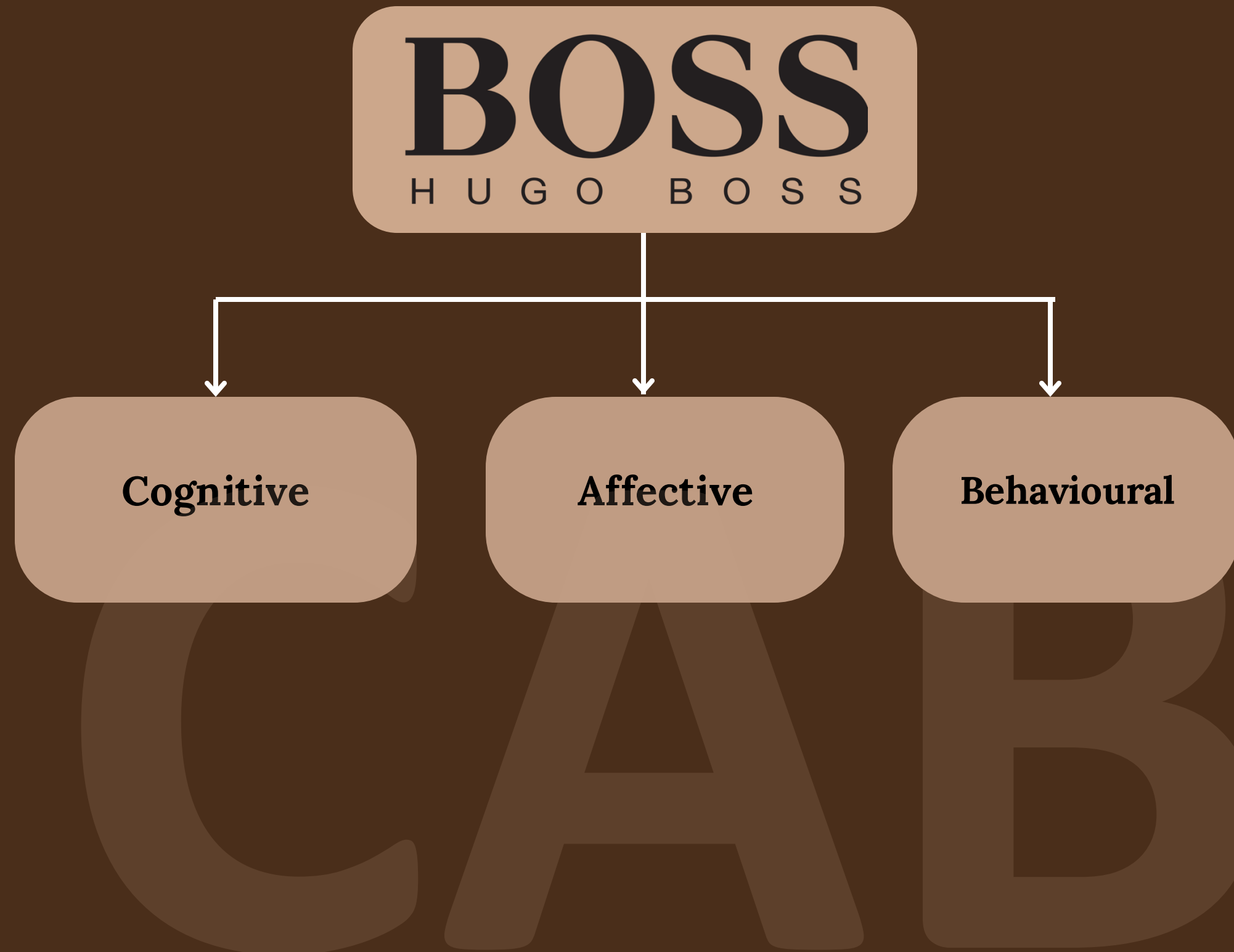


OPERANT CONDITIONING LEARNING THEORY



ATTITUDE CHANGE

Successful one-sided approach



COGNITIVE

Success, Self Empowerment & Leadership



What we think, we become. What we feel, we attract.” Supermodel, philanthropist, and environmentalist #GiseleBundchen understands how the decisions we make shape our climb to the top. The choice is yours **#BeYourOwnBOSS**



Stay curious, grow from challenges, and have the courage of your convictions. Be the BOSS of your own journey. It's for life.
#BeYourOwnBOSS



Own your story and your style codes. Musician and model #GeorgeBarnett and artist and designer #TejumolaButlerAdenuga rewrite the rules in relaxed tailoring and smart denim separates **#BeYourOwnBOSS**



Do you feel like a boss, Keep pushing, Keep improving. That's the boss mindset.**#BeYourOwnBOSS**

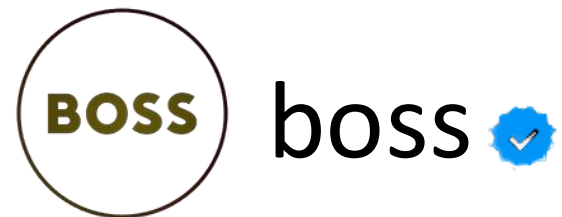
Individual



Characteristics

COGNITIVE

Lifestyle Brand & Utilitarian



Tailored for travel. Explore dynamic suiting styles from BOSS Performance
#BeYourOwnBOSS



Peak sophistication with a smart-casual twist: #ShoheiOhtani is the BOSS definition of relaxed, timeless elegance
#BeYourOwnBOSS

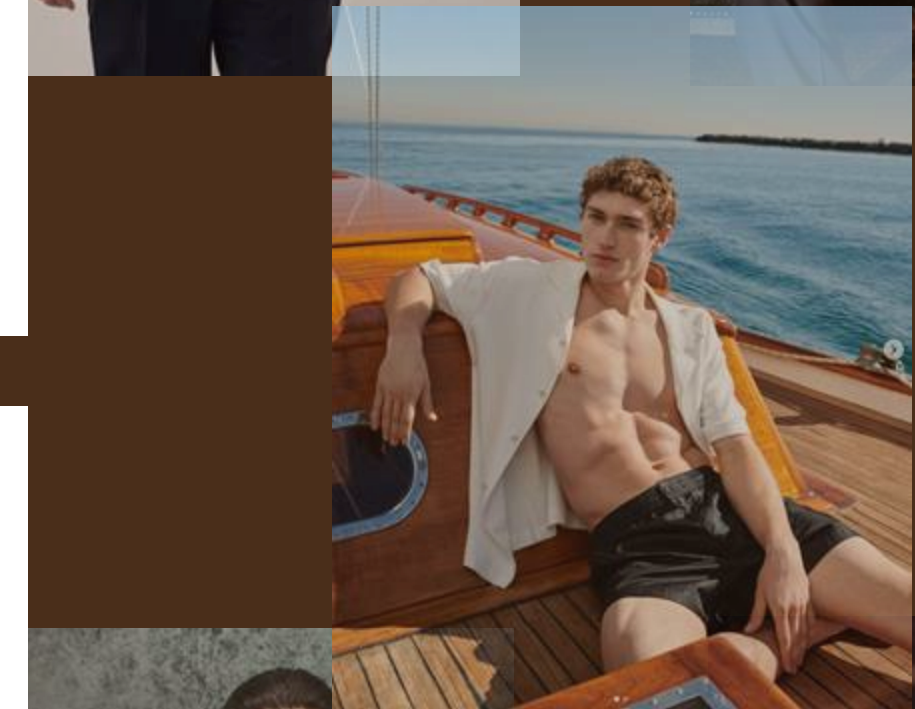


The countdown to summer is officially on. Lean into your holiday vibes with BOSS **#BeYourOwnBOSS**.



Ready to be the spark of the party? Sun-soaked days and balmy nights call for celebration. **#BeYourOwnBOSS**

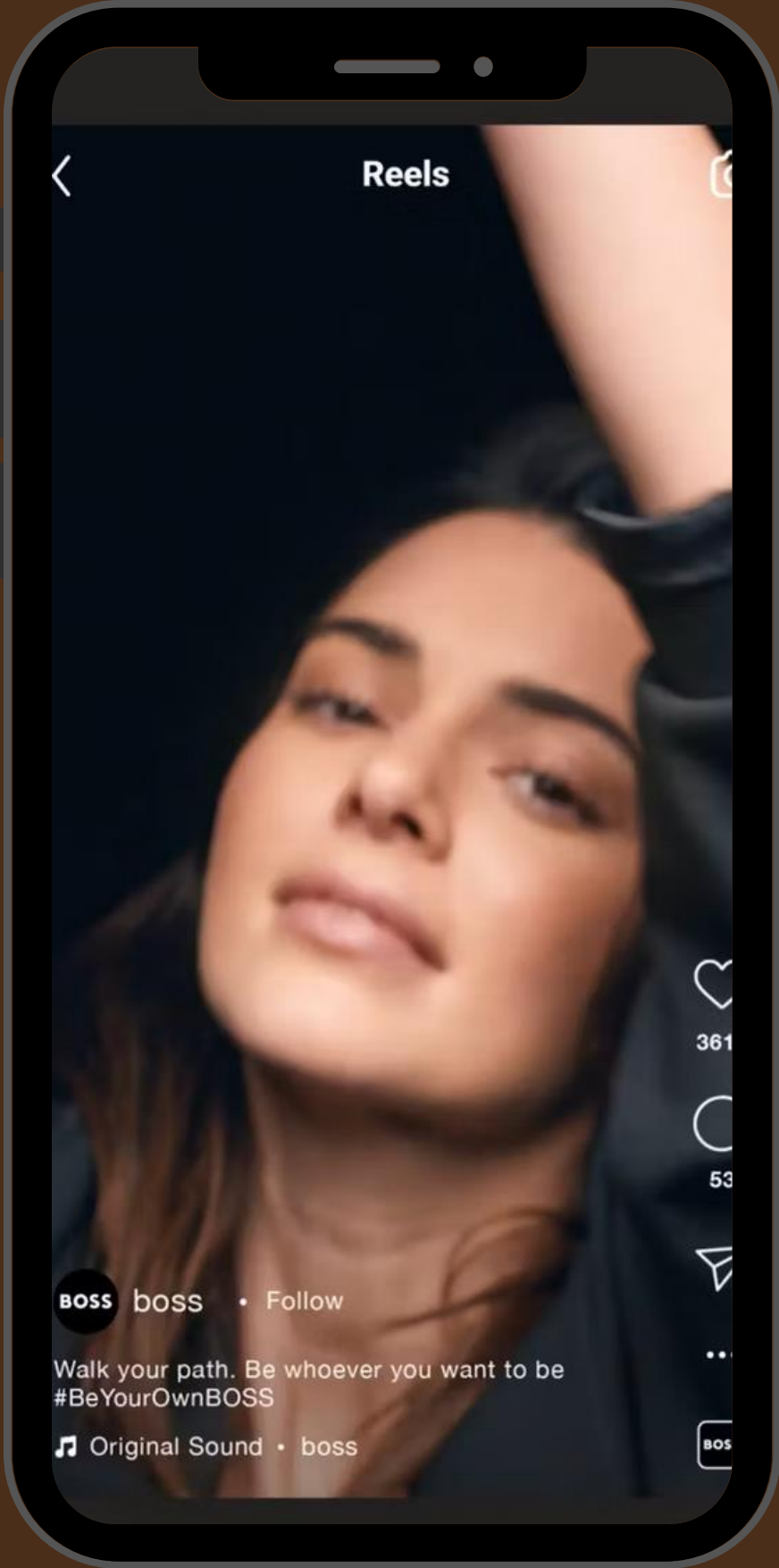
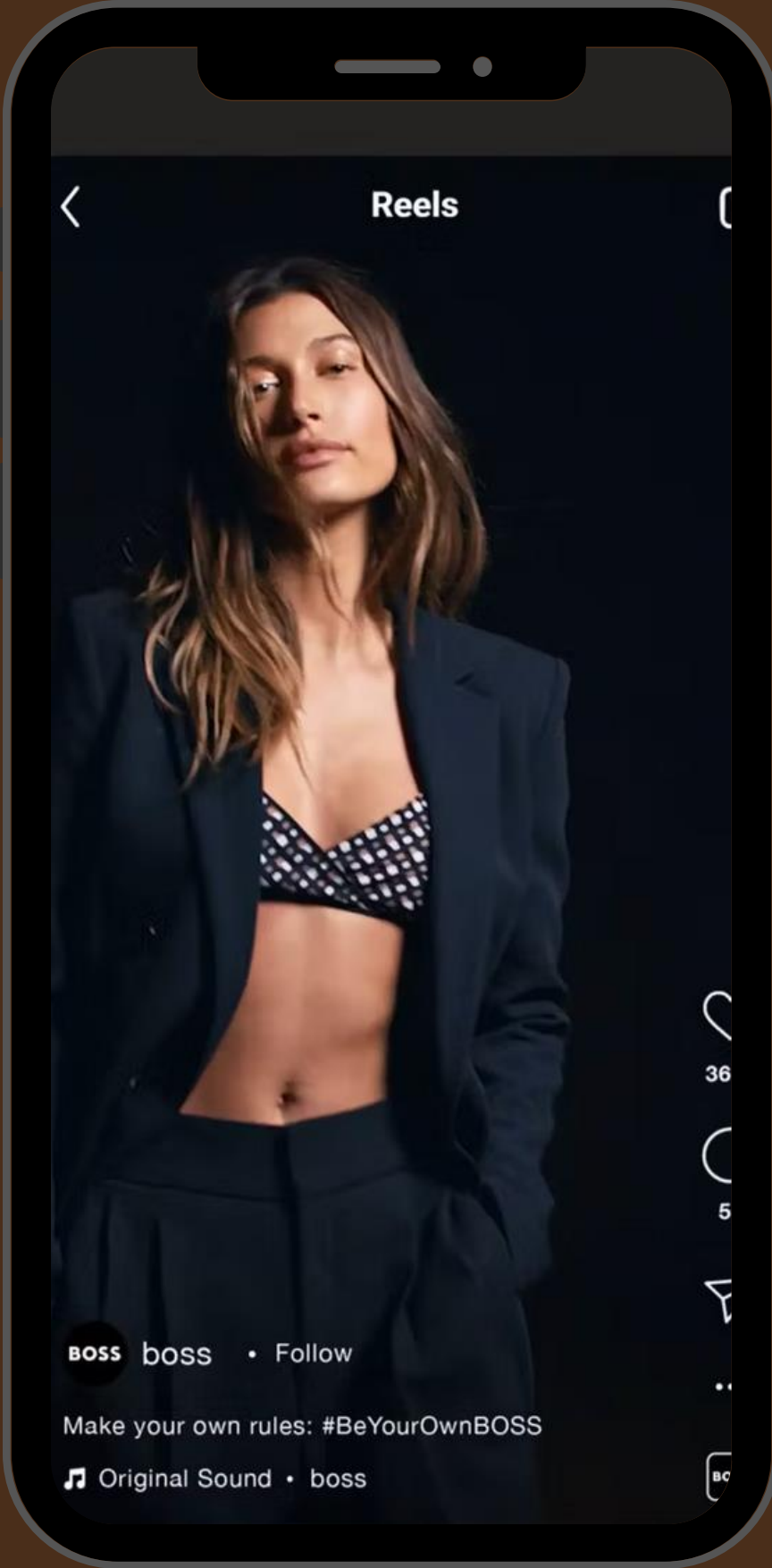
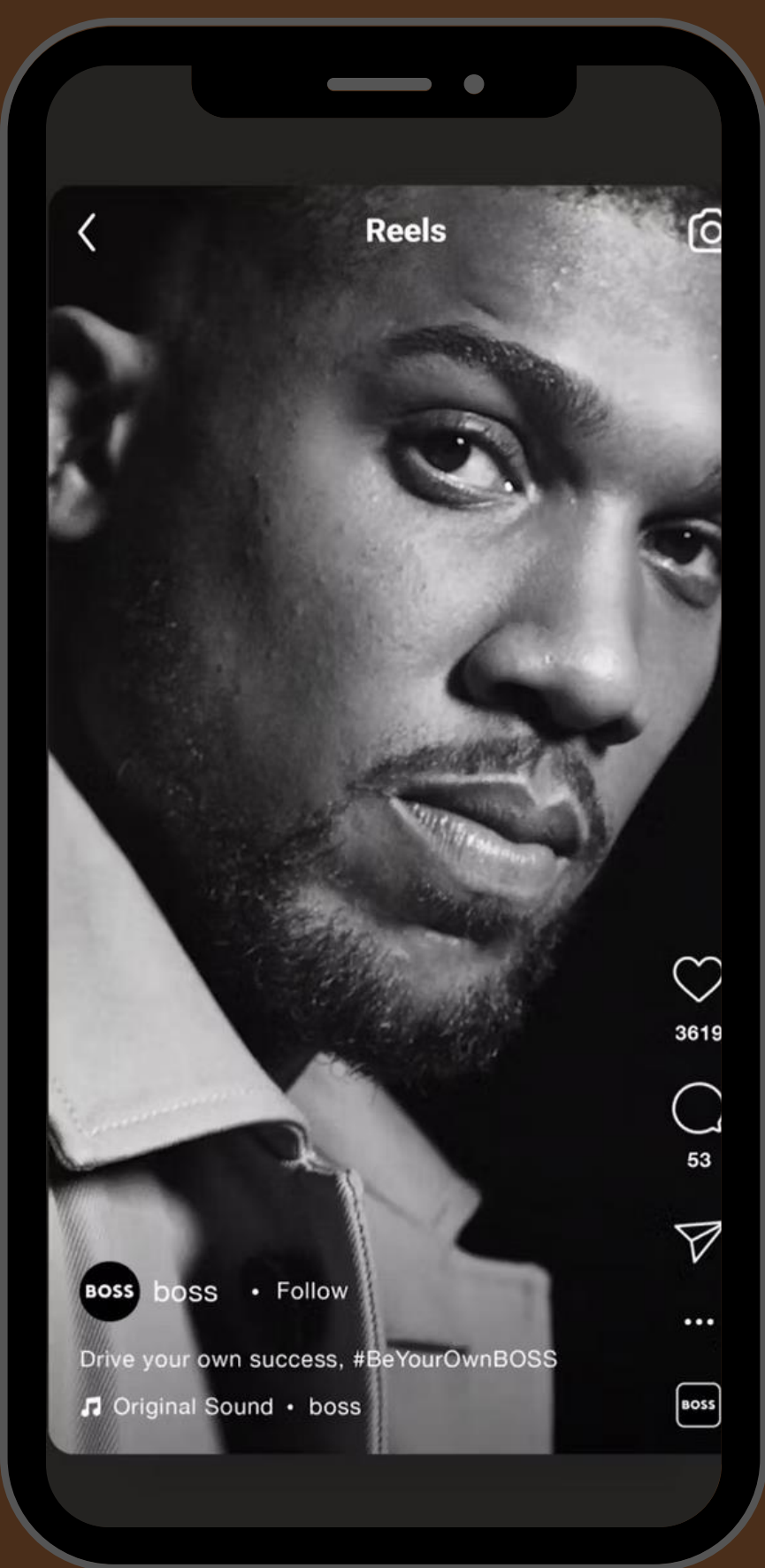
Situational



Characteristics



SIMPLE & CLEAR MESSAGE !!



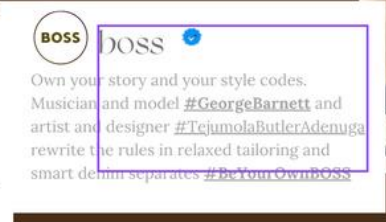
AFFECTIVE

Positive affect

Classical Conditioning

Repeated Exposure

Cognitive



Conditioned Stimuli



+



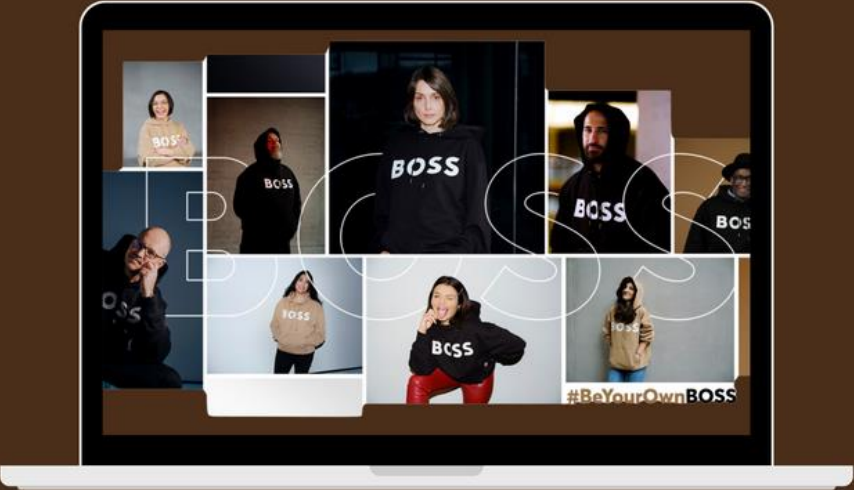
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Leadership, Success, Empowerment

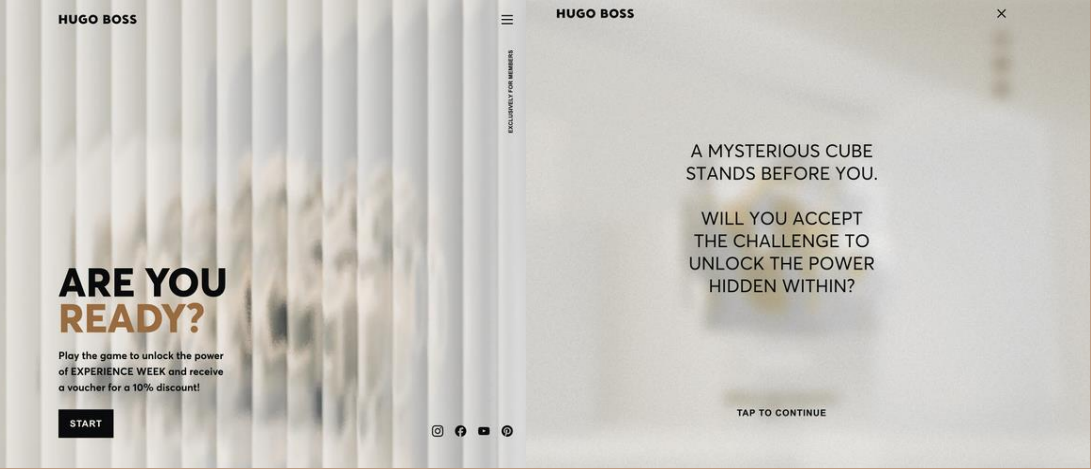
UnConditioned Stimuli

BOSS Stories..

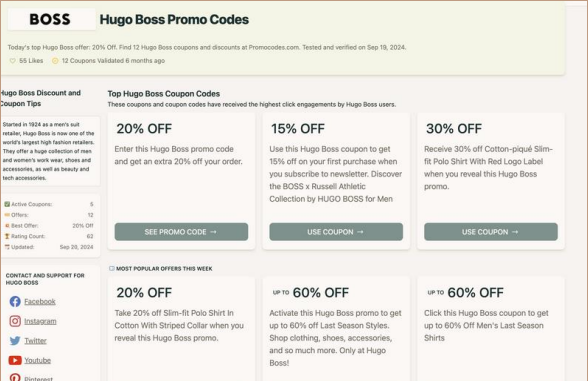


Repeated Exposure

BEHAVIOURAL



Hugo Boss Experience Week



Trial the Product



Promotions/Vouchers

Purchase

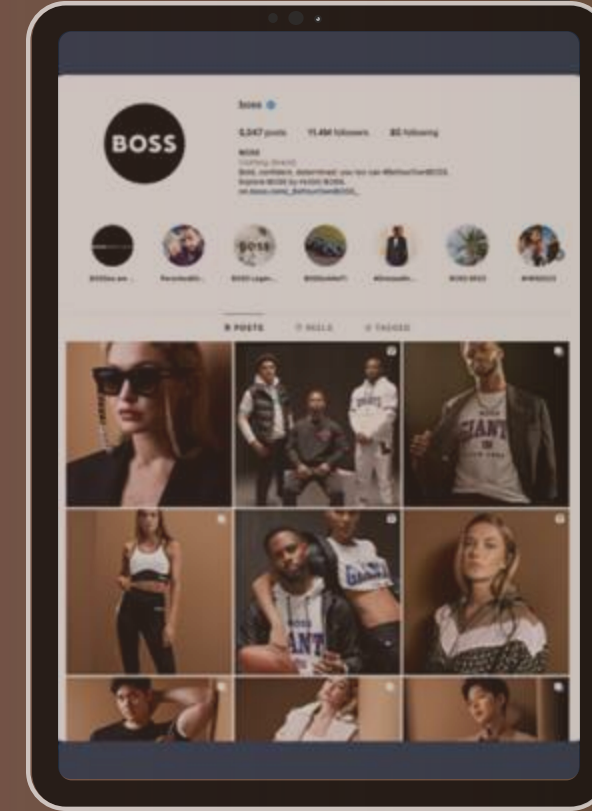
ELABORATE LIKELIHOOD MODEL

High Involved Customers



BOSS showcased the influencers to portray the traits of brands core values – success, confidence and leadership. This influenced the customers who are highly engaged with fashion and personal branding to process the information through their central route.

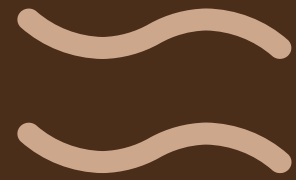
Low Involved Customers



The brands relied on high profile influencers, visually appealing contents and the simplicity of “Be Your Own Boss” campaign message uses peripheral cues to shape their attitudes.

SOURCE CHARACTERISTICS

Campaign used celebrities who are globally recognized.



Credible sources who can reinforce the message of leadership and success.



RECOMMENDATIONS

IMPROVE ONE SIDED STRATEGY

1 Deepen the Emotional Appeal

- Highlight more emotional narratives from key influencers (e.g., Kendall Jenner or Anthony Joshua) that show not just success, but the emotional journey behind it.
- Instead of simply showcasing influencers and their success stories, focus on their personal struggles and how embodying the Be Your Own Boss message helped them overcome challenges.
- This could deepen consumers' personal identification with the campaign, increasing brand loyalty and emotional resonance.

RECOMMENDATIONS

IMPROVE ONE SIDED STRATEGY

2

Amplify User Generated Content



Increase campaigns that showcase UGC of real customers sharing how Boss products have helped them feel empowered.



Hugo Boss could repost these on social media regularly, highlighting how the brand has influenced everyday lives in a positive way.

RECOMMENDATIONS

IMPROVE ONE SIDED STRATEGY

3

Strengthen Peripheral Cues

- Not all consumers engage deeply with a message. Some may form attitudes based on peripheral cues (e.g., visuals, sound, attractiveness of influencers).
- Hugo Boss should continue using visually striking, high-end imagery of its products and influencers.
- So continue collaborations with fashion photographers, videographers, and influencers known for their aesthetic expertise can further reinforce the brand's luxury positioning.

RECOMMENDATIONS

IMPROVE ONE SIDED STRATEGY

4

Create scarcity and exclusivity

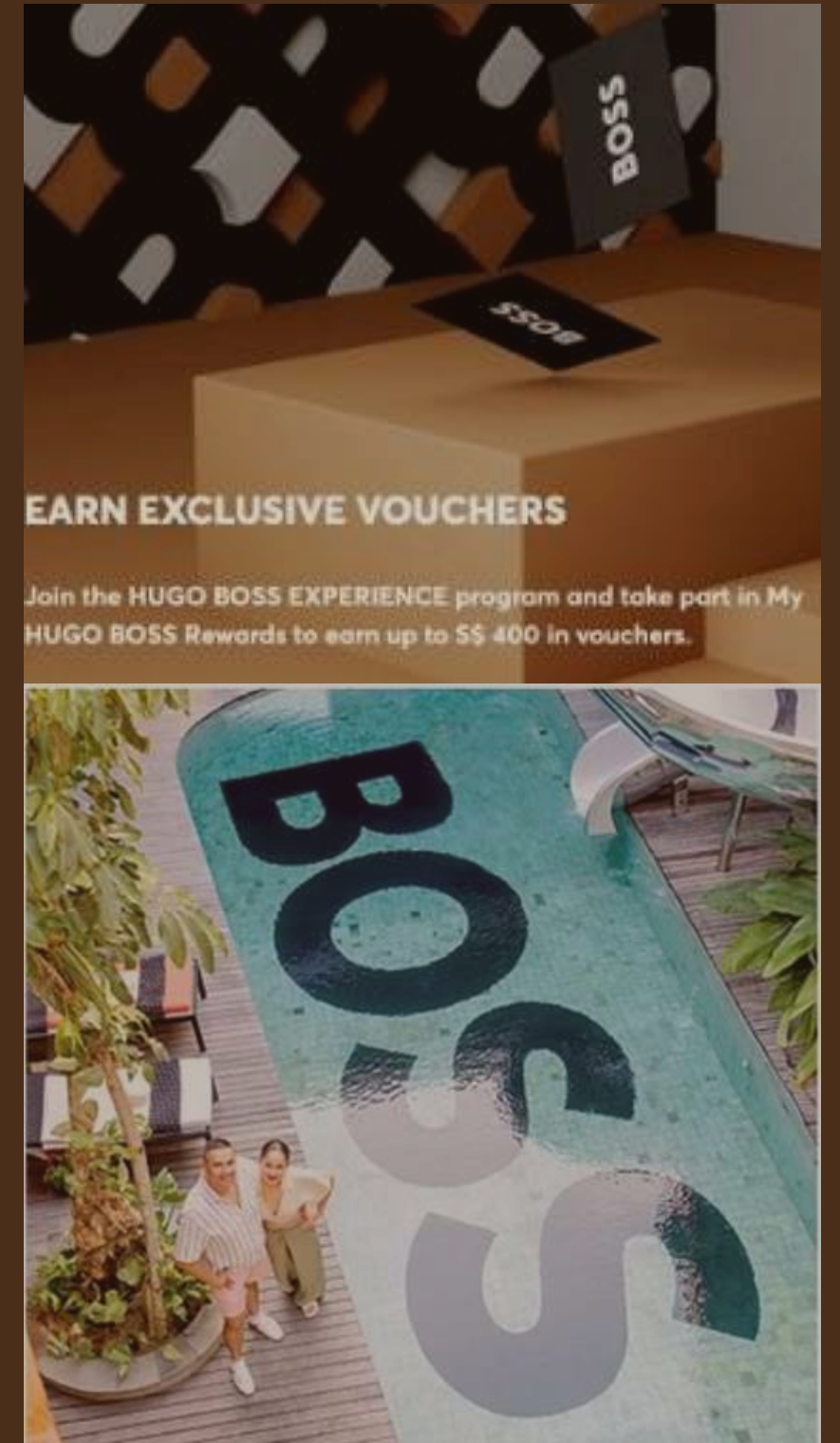
- One-sided campaigns that emphasize exclusivity can heighten consumer desire, especially for high-end brands.
- Highlight limited-edition collections or exclusive offers (such as early access to new collections) available only to those who engage with the campaign.
- This strategy taps into positive reinforcement, driving consumer engagement and increasing the perceived value of the brand.

RECOMMENDATIONS

ENHANCE OPERANT CONDITIONING LEARNING THEORY

1 Positive Reinforcement through Rewards

- **Loyalty Programs:** Enhance the loyalty program where customers earn rewards (points, discounts, exclusive access) for purchases, sharing content on social media, or engaging with BOSS through digital channels. This encourages repeat purchases and brand advocacy.
- **Exclusive Offers for Engaged Customers:** Use data analytics / CRM to identify the most loyal customers and offer them VIP experiences, such as early access to new collections, invites to exclusive events, or a chance to stay at the BOSS House in Bali. This reinforces their behavior of staying engaged with the brand.



RECOMMENDATIONS

ENHANCE OPERANT CONDITIONING LEARNING THEORY

2 Brand Loyalty and Behavioral Habits

- **Variable Engagement:** Implement surprise rewards (like discounts, exclusive content, or bonus loyalty points) at unpredictable intervals. This type of reinforcement schedule creates a "gamified" experience, where customers are encouraged to keep interacting with the brand in the hopes of receiving unexpected perks, fostering brand loyalty.
- **Habitual Engagement:** For regular customers, offer rewards or recognition at predictable intervals, such as on every third purchase or during birthdays and anniversaries. This encourages habitual engagement with the brand.



RECOMMENDATIONS

Enhance Classical Conditioning Theory -Localized Endorsement

- Consumer mindsets vary considerably by market, thus the current Western brand ambassadors might have less influence in other markets, such as the Asian market
- Engage local entrepreneurs or leaders who embody the campaign's values to inspire meaningful reflection

Interview with BOSS

Sharing of their entrepreneur journey to becoming their own Boss
Through Instagram / Tiktok Live
E.g., Ian Ang, founder of Secretlab (Singapore)



Collabs

Providing business advices to inspiring entrepreneurs
Through weekly Instagram posts
E.g., Itthipat Peeradechapan, founder of TaoKaeNoi (Thailand)



RECOMMENDATIONS

Expanding aspirational marketing through family centric campaigns

- Showcasing a daily life of a Power Mom/ Dad and his/her family
- Integrate BOSS Kids to inspire the next generation (Alpha Zen)

E.g., Cheryl Wee, founder of Cheryl W (Singapore)

Through this, we believe Boss women's brand will improve as they get associated with the product while purchasing for their kids and family.



THANK
YOU

Presented By Group8

www.hugoboss.com