

HUGO BOSS

Press Release

New Chief Executive Officer of HUGO BOSS

Metzingen, May 15, 2008. Today, the Supervisory Board of HUGO BOSS AG has resolved on the appointment of Claus-Dietrich Lahrs as member of the Managing Board and CEO of HUGO BOSS AG. It is intended that the appointment becomes effective already as of August 1, 2008.

Currently, Claus-Dietrich Lahrs is still managing director of Christian Dior Couture. For a total of 12 years the internationally experienced manager has been active for the biggest global luxury group Christian Dior/Louis Vuitton Moët Hennessy (LVMH).

Dr. Giuseppe Vita, Chairman of the Supervisory Board of HUGO BOSS AG:
“Claus-Dietrich Lahrs is the ideal choice for the position of CEO of HUGO BOSS AG. He is experienced in brand management in the premium and luxury segment of the fashion industry, he is internationally acting and he is a manager with great sales expertise. In total, he brings all management skills to the table in order to move HUGO BOSS to the next level of success together with the other members of the Managing Board. We wish him good luck.”

Claus-Dietrich Lahrs looks back to 12 successful years with Christian Dior/LVMH, the biggest luxury goods group in the world with an annual turnover of 16.5 billion Euro.

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Since end of 2003 he has been managing director of Christian Dior Couture. With 3,000 employees the fashion arm of the Christian Dior group generated sales of 800 million Euro in 2007. Since 1997 Lahrs has been managing director of Louis Vuitton Deutschland for the brands Louis Vuitton, Loewe, Céline and Kenzo and since 2000 he has steered the businesses of Louis Vuitton in the US and Canada as a president/CEO. Prior to his move to Christian Dior/LVMH, Lahrs had been for five years with the globally acting Richmond group where he was responsible for sales and marketing of the Cartier brand in Northern Europe. His professional career started out in 1990 with Delton AG, a holding company of the Quandt group. Claus-Dietrich Lahrs went to business school at Bochum, Cologne and Paris.

Claus-Dietrich Lahrs: "HUGO BOSS is a great company acting in a true growth market. For me, the appointment as CEO of HUGO BOSS AG comes as the fulfillment of a life's dream. I look forward to coming into a powerful team, an outstanding market position and a plenitude of entrepreneurial opportunities. Together with all employees we can develop the strength of HUGO BOSS even further and continue the growth story. I will use my experiences and contacts in the fashion industry to actively participate in such drive. It is my goal to generate even more international brand awareness in the big growth markets of Asia and the Americas. In that respect HUGO BOSS has a great potential in all product categories."

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For information on HUGO BOSS AG, please see our website at www.group.hugoboss.com.

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