



**HUGO BOSS**

HUGO BOSS is a global leader in the upper premium apparel market. With around 14,700 employees worldwide, the German Group develops and sells high-quality fashion and accessories for women and men under its BOSS and HUGO brands.

The products range from classic contemporary apparel, elegant evening fashion and casualwear through to shoes, leather accessories and licensed products including fragrances, eyewear, watches, children's fashion, home textiles and writing instruments.

The repositioning of the brands is accompanied by numerous events and campaigns, such as the sponsoring of premium sports, conveying brand values such as success, precision, innovation and sustainability. Sponsorship of cultural events is a further key area of the Group's brand communications, with the Group seeking to create common ground between art and fashion with respect to design, aesthetics and creativity. The HUGO BOSS writing instrument line was launched in 2015 and has quickly become a force to be reckoned with on the premium writing market.

Approaching this segment with a fashion house point of view, the HUGO BOSS line offers perfectly crafted and performant products, while focusing on innovative designs. The full range entails a matching writing accessories line, including notebooks, folders, and pen pouches, as well as an assortment of electronical products, consisting of powerbanks, earphones, speakers and a wine bottle opener. Lastly, the assortment is completed by lifestyle accessories, being, among others, the iconic yoga mats and resistance bands, converting your sports equipment into true fashion statements.







# ICONIC CONTOUR

The contour pen, with its dynamic and balanced frame is adorned with a sophisticated brushed surface. This iconic version features the black, white & camel signature stripes on its midring, subtly mixed with dark chrome undertones.





## WRITING INSTRUMENTS

## ICONIC CONTOUR



HSH3412D - Contour Iconic Fountain pen



HSH3414D - Contour Iconic Ballpoint pen



HSH3415D - Contour Iconic Rollerball pen



HPBP341D - Set Contour fountain pen & Contour ballpoint pen

The Contour pen line is made of brass and aluminium. Ballpoint pens and fountain pens are outfitted with blue ink refills as standard. Rollerball pens are outfitted with black ink refills as standard. Pens are delivered in a Hugo Boss luxurious gift box.





# ICONIC LOOP

The loop writing instrument silhouette has resolutely active & modern design elements, providing for an optimal writing experience. The soft touch surface, unexpected logo placement & iconic stripes are making it the ultimate modern writing piece.





## WRITING INSTRUMENTS

## ICONIC LOOP



HSG3522A - Loop Black Iconic Fountain pen



HSG3524A - Loop Black Iconic Ballpoint pen



HSG3525A - Loop Black Iconic Rollerball pen



HSG3522X - Loop Camel Iconic Fountain pen



HSG3524X - Loop Camel Iconic Ballpoint pen



HSG3525X - Loop Camel Iconic Rollerball pen

The Loop pen line is made of brass. Ballpoint pens and fountain pens are outfitted with blue ink refills as standard. Rollerball pens are outfitted with black ink refills as standard. Pens are delivered in a Hugo Boss luxurious gift box.





# ICONIC NOTEBOOKS

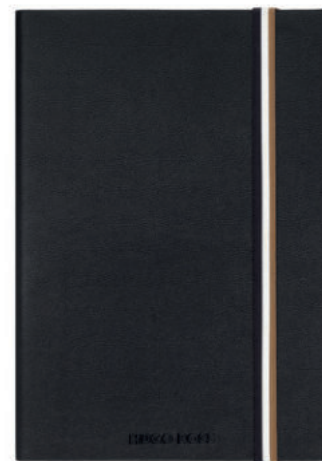
This edition of our top-selling notebook celebrates the new branding, implementing the iconic white, black & camel color & the signature tricolor strap. The soft & matt texture gives it the ultimate luxury feel. Available in A5 in both plain & lined paper.





## WRITING INSTRUMENTS

## ICONIC NOTEBOOKS



HNH321AL - Iconic Black Lined Notebook A5  
HNH321AP - Iconic Black Plain Notebook A5



HNH321WL - Iconic White Lined Notebook A5  
HNH321WP - Iconic White Plain Notebook A5



HNH321XL - Iconic Camel Lined Notebook A5  
HNH321XP - Iconic Camel Plain Notebook A5



HPHR352X - Set Iconic notebook A5 & Loop rollerball pen

The Iconic Notebooks are made of paper & vegan leather, and contain 160 pages. They are available in format A5 in either plain or lined paper.



# ICONIC ACCESSORIES

The signature tricolor strap is enhanced by luxe dark chrome metal accents, converting the every-day essentials into modern & understated accessories.





## ACCESSORIES

## ICONIC ACCESSORIES



HAK363D - Iconic Key ring



HAA363D - Iconic Key ring with AirTag holder



HAK385D - Iconic Style Key ring

The iconic keyrings are made of brass & webbing. The AirTag holder contains silicone material. They are delivered in a Hugo Boss gift box.





# GEAR ICON

Emerging into the market favorite, the Gear Icon, has a timeless feel with its simplified logo ring and glossy lacquer finish. A sophisticated take on a minimalist & timeless design.



## WRITING INSTRUMENTS



HSN2544Z - Gear Icon Camel Ballpoint pen



HSN2544G - Gear Icon White Ballpoint pen



HSN2544A - Gear Icon Black Ballpoint pen



HPBH254G - Set Iconic notebook A5 & Gear ballpoint pen

## GEAR ICON



HSN2542Z - Gear Icon Camel Fountain pen



HSN2545Z - Gear Icon Camel Rollerball pen



HSN2542A - Gear Icon Black Fountain pen



HSN2545A - Gear Icon Black Rollerball pen



HPHP254A - Set Iconic notebook A5 & Gear fountain pen

The Gear Icon pen line is made of brass. Ballpoint pens and fountain pens are outfitted with blue ink refills as standard. Rollerball pens are outfitted with black ink refills as standard. Pens are delivered in a Hugo Boss luxurious gift box.





# ICONIC UMBRELLAS

Resolutely chic & modern; with their understated matt black trims, these umbrellas all feature the iconic signature tricolor strap: a beautiful way to underline to the new brand image. Available in 3 formats: Mini, Pocket & City.



## UMBRELLA

## ICONIC MINI



HUG321A - Iconic Black Umbrella Mini

### Design

All details of our new umbrellas have been carefully designed to celebrate the new branding. From the luxurious black canopy, to carefully chosen details & gun metal accents. The item is signed by a white BOSS logo. The final touch: The tricolor iconic stripes as closing strap.

### Functionality

Light and compact, this umbrella has been designed to be easily carried around in its beautifully executed, waterproof pocket. All elements have been studied to make this piece as light & easy to carry as possible.



### Size

At 300 grams including its external pocket, this pocket version is the ultimate lightweight. Its height of 24 cm when closed makes it compact and easy to carry around. The diameter of the open canopy is 96 cm.





## UMBRELLA



### Functionality

The handle features a double automatic button system for optimal & easy opening & closing; an accessory at the crossroad between style & functionality.



## ICONIC POCKET

HUF321A - Iconic Black Umbrella pocket

### Design

Our Iconic Pocket umbrella is a celebration of the new branding. It features a luxurious double canopy creating a bicolor effect: black outside & camel inside. The handle is wrapped in grained texture and embossed with the logo. The final touch: The tricolor iconic stripes as closing strap.



### Size

The Pocket umbrella weighs 500 grams, and has a length of 35,5 cm when closed, which makes it ideal to carry around. It has a diameter of 102 cm when opened.





## UMBRELLA

## ICONIC CITY

HUN321A - Iconic Black Umbrella City

### Design

The Iconic City umbrella reflects modernity & elegance while nodding towards the new brand identity, enabled by its tricolor closing strap. Other luxurious details include a double canopy allowing for a bicolor effect: black outside & camel inside. The handle is wrapped in grained texture and embossed with the logo.

### Functionality

The umbrella opens with a convenient button system, creating a facilitated user experience.



### Size

The City umbrella weighs 600 grams, is 91 cm long and has a diameter of 113 cm when opened.





# YOGA MAT

With their neutral tones & luxe textures, these items are the perfect finishing touch to any chic outfit. Adorned by all-over monograms, or bicolor with oversized tone on tone signatures, sports accessories are becoming true fashion statements.







ACTIVE

ICONIC YOGA MAT

HAY321A - Iconic Black Yoga mat



### Design

Playing on a contrast of color between camel and black, and adorned by a tone on tone oversized logo, our iconic yoga matt is a nod to the renewed brand image: fresh, minimal & bold.

### Functionality

Made of TPE, this mat can be used for yoga or other sports. Its signature strap makes it very easy to carry around.



### Size

The mat has an ideal sizing:  
Length: 183 cm / Width: 61 cm  
And a thickness of 0,6 cm





## ACTIVE

## MONOGRAM YOGA MAT

HAY374A - Monogram Dark Grey Yoga mat

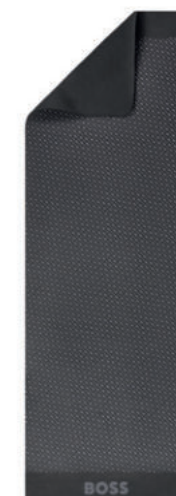
### Design

Embellished by the signature monogram, with a subtle play on dark gray tones, this monogrammed yoga mat is an understated fashion statement in itself, and will be perfect to match the chicest active outfits.



### Functionality

Made of TPE, this mat can be used for yoga or other sports. Its signature strap makes it very easy to carry around.



### Size

The mat has an ideal sizing:  
Length: 183 cm / Width: 61 cm  
And a thickness of 0,6 cm







# ICONIC RESISTANCE BANDS

This set of 3 resistance bands will bring the perfect finishing touch to any BOSS activewear outfit. Featuring the tricolor iconic stripes, and finished with luxe matt texture signature tags, the bands provide a notch of understated elegance to all sport activities.

ACTIVE

ICONIC RESITANCE BANDS



HAR321X - Iconic Camel Resistance band

### Design

Sold as a set of 3, consisting of different resistance levels, the bands are a resolutely signature set featuring the iconic tricolored stripes, presented in a luxurious nylon pouch and signed with a matte textured logo.

### Functionality

Made of nylon & latex, these resistance bands are made to be used during any physical exercise.



### Size

Each band is 6,5 cm high.  
The Camel band has a resistance of 9 KG  
The Tricolor band has a resistance of 14 KG  
The Black band has a resistance of 21 KG





# GEAR ICONIC EARBUDS

The gear line is inspired by aerodynamic shapes, giving the range a streamlined aesthetic. Its True Wireless Earbuds earphones bring together superior technology and a sleek & compact look, for an elegant user experience. Presented here in camel, black & white, our 3 iconic colors.







**Intelligent design**

Haptic Smart earbuds detection pauses music once an earbud is removed and restarts automatically when placed back into the ear. They're also designed to be interchangeable, from right to left, depending on the wearer's preference.



**Easy to charge**

The case is enabled with Qi fast wireless charging for when you're on the go. The earbuds themselves have a 4.5-hour battery reserve, while the case battery lasts up to 24 hours.



**Clear audio quality**

The ergonomic earbuds deliver exceptional audio quality and are equipped with noise cancellation capabilities and ultra-low latency for an enjoyable user experience.



4.5 HOURS



BLUETOOTH



20 HOURS





## ELECTRONICS

## GEAR ICONIC EARBUDS



HAP107X-S - Gear Matrix Camel Earphones



HAP107W-S - Gear Matrix White Earphones



HAP107A-S - Gear Matrix Black Earphones

The Gear iconic earbuds True Wireless earphones are outfitted with a 300 mAh battery, to allow 20 hours of autonomy. Earphones are delivered in a Hugo Boss gift box.





# GEAR ICONIC SPEAKERS

Compact design, unique features and now offered in the 3 iconic colors being black, white & camel. The Gear wireless speaker is a modern addition to everyday life, offering signature details and a sleek silhouette.







**Design and functionality**

The speaker’s sleek design and lightweight, compact proportions allow the item to be easily carried from place to place and laid on any surface. They have five hours of play autonomy.



**Compatibility**

The Gear Matrix wireless speaker is rechargeable via its USB-C port. It connects to your smartphone and can intercept your calls through Wi-Fi. A microSD slot allows you to play music wherever you are.



**Clear audio quality**

The 3-watt speaker delivers crisp and clear sound quality.



**WIFI CALLING**



**MICRO SD**



ELECTRONICS

GEAR ICONIC SPEAKERS



HAE007A - Gear Matrix Black Speaker



HAE007W - Gear Matrix White Speaker



HAE007X - Gear Matrix Camel Speaker

The Gear iconic speaker Matrix is wireless and has a 5 hours autonomy. Speakers are delivered in a HUGO BOSS gift box.





# WIRELESS CHARGER

A powerful and highly functional desktop accessory, adding the final sleek touch to a modern workspace. The casing is made of black aluminium, paired with a luxurious matte grained texture. Available in black or camel.

ELECTRONICS

WIRELESS CHARGER



HAG321A - Iconic Black Wireless charger



HAG321X - Iconic Camel Wireless charger

The wireless charger is delivered in a dedicated HUGO BOSS gift box.





**Sleek design**

This highly performant item has a sleek design, which allows it to be easily carried around and laid on any surface. It features a high quality aluminium casing and grained texture top to prevent scratches on the device



**Compatibility**

It is outfitted with a USB-C and Universal Qi wireless charger technology, making it compatible across smartphone brands.



**Fast charging**

The wireless charger is outfitted with fast charging capability and with auto power mode selector 10W / 7.5W / 5W.





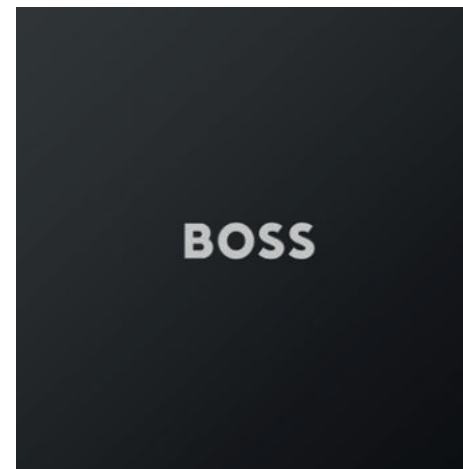


# WINE SET

Minimal elements and luxurious textures have inspired all elements of this wine set, making it a modern addition to the home life. The shades of black, complemented by stainless steel accents are resolutely minimal & contemporary.

## ACCESSORIES

## WINE SET



HAV321A - Iconic Black Wine Set



The wine set is delivered in a dedicated BOSS gift box.





# ELECTRIC WINE OPENER

At the intersection of design and function, this useful tool was imagined with practicality in mind, and with a resolutely sleek idea of a modern aesthetic. It allows seamless opening of all wine bottles.

## ACCESSORIES

## ELECTRIC WINE OPENER



HAW321A - Iconic Black Electric wine opener

The Electric wine opener is delivered in a dedicated BOSS gift box. Its lithium battery is rechargeable and has a 2,5 hour of autonomy. It is delivered with a charging cable.



# SHOE SET

Minimal elements and luxurious textures have inspired all elements of this Shoe Set, making it a modern addition to everyday life. The shades of black & wooden elements, complemented by stainless crisp accents are resolutely minimal & contemporary.

## ACCESSORIES

## SHOE SET



HAS321A - Iconic Black Shoe care kit



The Shoe set is delivered in a dedicated BOSS gift box.





# ICONIC CARD GAME

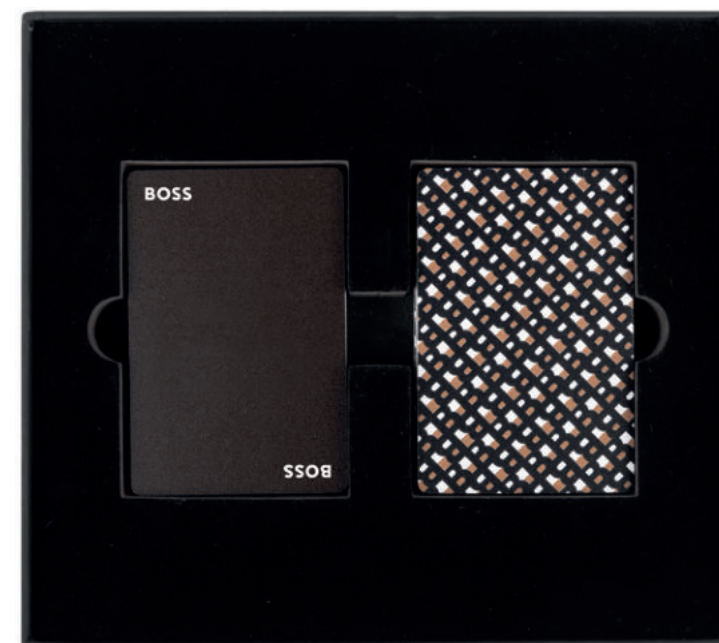
Fun & unexpected, our iconic playing cards are modern, luxurious and graphic, allowing for a stylish play time. Sold in sets of 2 decks.





## ACCESSORIES

## ICONIC CARD GAME



HAZ321A- Iconic card game



The set of 2 decks of cards is delivered in a dedicated BOSS gift box.





**HUGO BOSS**

