

HUGO BOSS

SALES TOOLS



ABOUT THE BRAND

HUGO BOSS is one of the market leaders in the premium and luxury segment of the global apparel market. The Company focuses on the development and the marketing of premium fashion and accessories for men and women.

The brand world of HUGO BOSS comprises the collections of BOSS, HUGO targeting clearly defined consumer groups. The brands cover a comprehensive product range encompassing classic to modern apparel, elegant evening wear and sportswear, shoes and leather accessories. Additionally licensed products including fragrances, eyewear, watches, children's fashion, writing instruments & accessories and home textiles enhance each brand.

Within its sports sponsorship activities, HUGO BOSS focuses on premium sports such as Formula 1, golf, soccer and sailing. These sports convey brand values such as dynamism, perfection and precision. The Company's involvement in art sponsorship underscores the common ground that art and fashion share with respect to design, aesthetics and creativity in collaboration with the Solomon R. Guggenheim Foundation in New York. In 2013 the accolade was companioned by the HUGO BOSS ASIA ART Award for emerging Asian artists.

Over the last few years, HUGO BOSS has expanded its own retail business significantly. The number of points of sale owned by the Group rose to around 1,000. These include freestanding stores operated by the Group in prime locations, shop-in-shops operated by the Group in multi-brand retail space and factory outlets.

At the same time, online sales are also gaining in importance. At present, the Group operates eleven online stores in Germany, Great Britain, France, Spain, Italy, the Netherlands, Belgium, Austria, Switzerland, the USA and China.

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HUGO BOSS

SALES TOOLS

SHOP-IN-SHOP WALL

The best way to display the HUGO BOSS collection in your shop is in the official HUGO BOSS fixtures.

We have various modules at your disposal, which can be combined to fit in every shop space.

For a wall set-up, custom frame can be developed to perfectly integrate the fixtures and to fit exactly the space given by the shop to HUGO BOSS.

The frame will be manufactured locally in each country under the supervision of Distri-Brands. Please contact us prior to any installation.

See page 6 for more information.



Showcases 2x HZV007, HZV009 + Light box HZV008 + custom frame



Showcases 2x HZV009, HZV007 + custom frame



Showcases 2x HZV007, HZV009 + Light box HZV008 + custom frame

SHOP-IN-SHOP ISLAND

For an island set-up, we offer special showcases, which can be conveniently placed in the middle of a retail space (no wall required). Further combinations (L and U shape) can be created by adding more showcases. Please contact us prior to any installation.



Showcases HZV010, HZV009N, HZV010 (I shape, front view)



Showcases HZV009N, HZV010, HZV009N (L shape)



Showcases 4x HZV010, 3x HZV009N (U shape)



Showcases HZV010, HZV009N, HZV010 (I shape, rear view)

SHOP-IN-SHOP FIXTURES



HZV007



HZV008

Tower showcase

HZV007

L80 × W55 × H190 cm

Window, 2 shelves, slidable display box, storage drawer, internal lighting.

Lockable. Lacquered MDF, glass, LED lighting, backlit acrylic logo.

€ 1850

Light box

HZV008

L60 × W45 × H190 cm

Tower with backlit poster (replaceable).

Lacquered MDF, canvas.

€800



Custom frame

Tailor-made panel to frame your showcases and integrate them into the shop space.

Lacquered MDF.

For wall setup where Hugo Boss logo is featured on the frame, please order the fixtures with the reference ZV007 instead of HZV007. Contact us for more information.



**Counter showcase
(for island set-up)**

HZV009N
Specs below



**Counter showcase
(for wall set-up)**

HZV009
L110 x W50 x H100 cm
Large window, 2 storage
drawers, 2 storage
compartments. Lockable.
Lacquered MDF, glass, LED
lighting, backlit acrylic logo.

€ 1500



Corner showcase

HZV010
L50 x W50 x H160 cm
4 glass sides (360°), 2 shelves,
storage compartment with
2 shelves. Lockable.
Lacquered MDF, glass, LED
lighting, backlit acrylic logo.

€ 1200

PEN DISPLAYS

We offer four displays for writing instruments, to be used in the HUGO BOSS fixtures or in the shop's generic fixtures. The base panel holds two extendable side panels, for extra flexibility. Branded pen holders are included in the price. It also features a picture frame, with a replaceable HUGO BOSS visual.

Once you have installed your fixtures, please follow these visual merchandising guidelines to set up your displays. These guidelines serve to:

- Protect the brand image
- Create consistency between points-of-sale
- Maximise sales by providing an optimal presentation environment.



Flat display HZA534 + pen blocks HZB552, HZB550, HZB562, HZB560





HZA530



HZA532



HZA534

Low display	HZA530	L40-70 × W36 × H20 cm	€125
High display	HZA532	L40-70 × W36 × H28 cm	€130
Flat display	HZA534	25-50 × W 25 cm x H2.5 cm	€75

FOCUS DISPLAY

The focus display's purpose is to highlight several products from the same product line. The product lines that can be on the focus display are defined by Hugo Boss with Distributors and should not be modified in the point of sales.

Focus display HZA630 L20 × W21.5 × H30 cm **€70**



KEY FACT : Please refer to the merchandising guidelines and strictly follow the presentation instructions !

SMALL LEATHER GOODS DISPLAYS



HZA352



HZA350



HZA360



HZA362

Small display SLG Boss
Medium display SLG Boss
Flat display SLG Boss
Steps display SLG Boss

HZA352	L12.3 × W11 × H11 cm	€29
HZA350	L26 × W13.3 × H11 cm	€35
HZA360	L45 × W35 × H2 cm	€35
HZA362	L45 × W12.5 × H7.5 cm	€39

KEYRING DISPLAY

The focus display's purpose is to highlight several products from the same product line. The product lines that can be on the focus display are defined by Hugo Boss with Distributors and should not be modified in the point of sales.

Focus display HZA300 L14.8 x W7 x H15 cm €25



HZA300



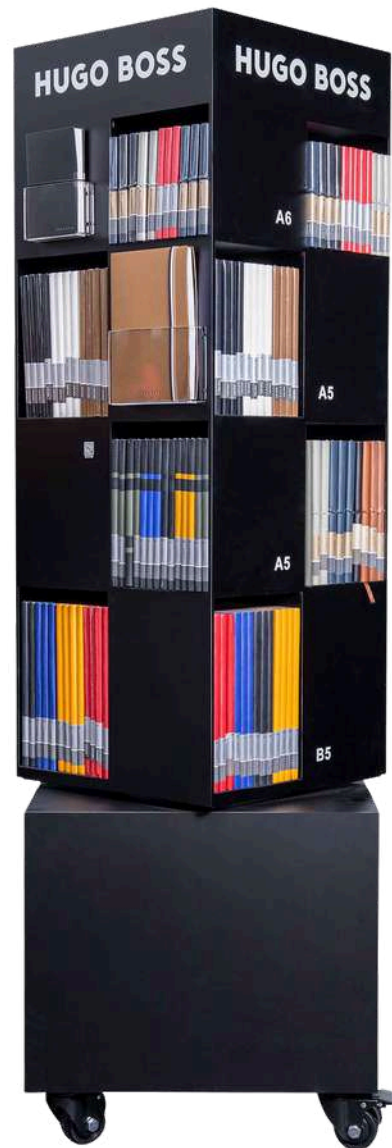
NOTEBOOK DISPLAYS

To achieve an optimal presentation of the storyline collection, 2 ready to buy and install kits (HPKIT17/HPKIT18) are available on the extranet for ordering. It is highly recommended to use them for a first installation.

Notebook tower	HZV018	L50 × W50 × H160 cm	€500
Notebook counter	HZV017	L35 × W35 × H65 cm	€350



HZV017



HZV018



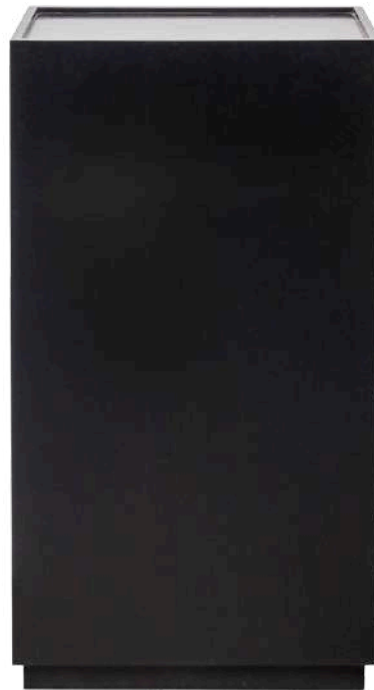
Pedestal for notebook display

HZV012

L52.7 × W29.6 × H100 cm

Lacquered MDF, Acrylic logo

€500



HZV012

Notebook table display

HZA600

L50 × W27 × H32 cm

Lacquered MDF, Acrylic logo

€69



HZV012 + HZA600



HZA600

UMBRELLA DISPLAY

This umbrella display can showcase various types of umbrellas, featuring different designs, colours, and features. It may be used to attract customers and promote sales in a retail or exhibition setting.

Umbrella display HZV024 L60 × W40 × H130 cm Black MDF **€600**



HZV023



DISPLAY BLOCKS

The display blocks which are included with the pen displays – see previous page – are also available seperately.



Pen block low HZB560 + Pen stand high HZB552



Pen block low
HZB560



Pen block high
HZB562



Pen stand low
HZB550



Pen stand high
HZB552



Brand block
HZB540



PS007



HPZB844



HZB642

Pen block low	HZB560	L5 × W2,5 × H3 cm	€ 4,50
Pen block high	HZB562	L5 × W2,5 × H5 cm	€ 4,50
Pen stand low	HZB550	L4,5 × W4,5 × H8,5cm	€ 6,00
Pen stand high	HZB552	L4,5 × W4,5 × H10cm	€ 6,00
Brand block	HZB540	L10 × W2,5 × H6cm	€ 7,50
Pen tray	HZB642	L26,5 × W21 × H2,3cm	€19,50
Acrylic pen holder	PS007	L5 × W0,7 × H0,2cm	€ 0,15
Writing Pad	HPZB844	L29 × W24 × H1,5cm	€22

(order separately paper refill A5 pad HZRCAS -> see page 21)

BRANDED PRICE TAGS

Hugo Boss Branded Price tags

HZL748

48 × 13.5 × 4 mm

0.20€/pce

These branded price tags are reusable.



PLASTIC AND PAPER PRICE TAGS

Plastic price tag on the pen clip

We offer a new option of showing prices with a transparent plastic price tag to be attached to the pen clip.

Suitable with our regular labels or smaller labels that fits the branded price tags as well (see p. 18)



Placing price tags / code in front of products

Once you have selected the products you want to show, you can place the price tags near and in front of each of them.

In order to do so, you will find together with your shipment:

- Small blank cards
- A roll of printed price tags that refer to all the products in your order.

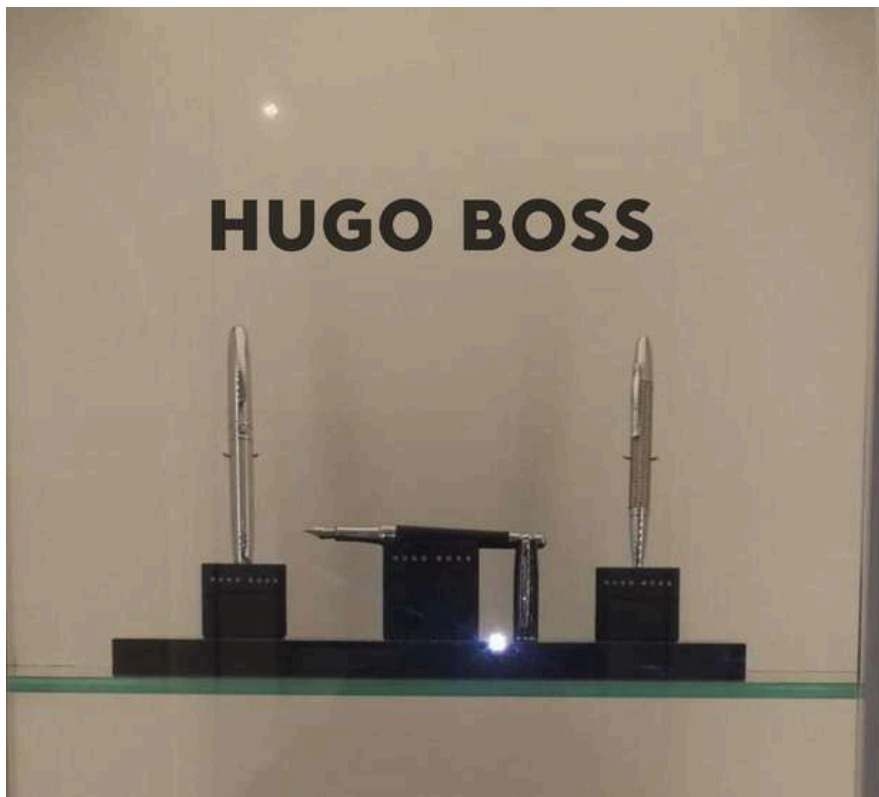
You simply need to stick the price tag on the blank card and fold it in the middle. The price tag is now ready to be placed in front of the product.



ADHESIVE LOGO

Perfect to add visibility of the brand in store, adhesive logos can be affixed to showcase front or background and at store's front windows or doors.

The product exist in black and in white colours.



HUGO BOSS
HUGO BOSS

50cm Logo	HZL850	L50 × W3,5 cm	Black	Black
30cm Logo	HZL830	L30 × W3,5 cm	Black	Black
50cm Logo	HZL851	L50 × W3,5 cm	White	White
30cm Logo	HZL831	L30 × W3,5 cm	White	White

SHOPPING BAGS

Branded paper shopping bags are available in two sizes. They are sold separately or in sets of 20.

Small bag × 1	HZP300	22 × 30 × 10 cm	€ 0,60
Small bag × 20	HPZ320	22 × 30 × 10 cm	€ 9,95
Large bag × 1	HZP301	40 × 35 × 12cm	€ 0,70
Large bag × 20	HPZ321	40 × 35 × 12cm	€12,95



Large bag
HZP301

Small bag
HZP300

CATALOGUES

Find all our catalogues available with (RRP in euro) or without prices at:

 icat.distri-brands.com



KEYFACT: You may only use the official HUGO BOSS catalogues to present the range. HUGO BOSS items may not be included in any other catalogue.

EASEL

Place this easel in your shop window or next to the HUGO BOSS products.

The product exist in two designs.

**Writing instruments**

HZT0A4C

A4 - 210 × 297mm

€4.95

Small leather goods

HZT0A4SLG

A4 - 210 × 297mm

€4.95

PEN REFILLS

Ballpoint pen refills

Made in Germany, by SCHMIDT Technology.

2 Ballpoint metal refill blue M	HPR741BM	RRP € 9,95
2 Ballpoint metal refill black M	HPR741NM	RRP € 9,95

Rollerball pen refills

Made in Germany, by SCHMIDT Technology.

2 Roller metal refill blue M	HPR751BM	RRP € 12,95
2 Roller metal refill black M	HPR751NM	RRP € 12,95

Fountain pen cartridges

6 refills Fountain pen - Blue	HPR921B	RRP € 4,95
6 refills Fountain pen - Black	HPR921N	RRP € 4,95



HPR741BM



HPR741NM



HPR751BM



HPR751NM



HPR921B



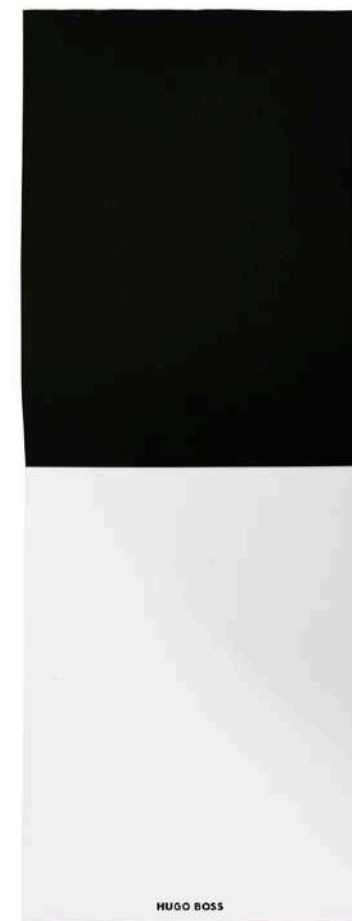
HPR921N

NOTEPADS REFILLS

Official HUGO BOSS replacement writing pads, containing 40 blank pages and a black cover page. The paper has a weight of 100g / m2.

Refills must be ordered by packs of 5 units. They have individual labels and bar codes, allowing you to sell them by the piece.

A4 pad	HZRCA4	210 × 297 × 5 mm	RRP € 9,95
A5 pad	HZRCA5	148 × 210 × 5 mm	RRP € 6,95
A6 pad	HZRCA6	105 × 148 × 5 mm	RRP € 5,95
A7 pad	HZRCA7	74 × 105 × 5 mm	RRP € €4.45



HUGO BOSS

MERCHANDISING GUIDELINES

SHOP-IN-SHOP WALL / ISLAND



Wall set-up Showcases backwall HZV007, HZV008, HZV007 + custom frame; counter HZV009



Island set-up Showcases HZV010, HZV009N, HZV010

TOWER SHOWCASE



HZV007

Upper window

Space for a flat display (HZA534)
or a focus display (HZ630)

Lower window

Perfect place for the high or low display
(HZA532, HZA530)

Glass Box drawer

This section can be used to show larger
products, such as folders and notebooks.

Storage drawer

TOWER SHOWCASE MERCHANDISING SUGGESTION



LIGHT BOX



HZV008

Visual

The visual in the light box must be updated yearly.

To change the poster, simply take off the old one. The light box is equipped with recesses where you have to put in the new poster.

Showcase combination

Always set up the light box in combination with a tower showcase.

Replacing the visual



1. Find black tag in bottom-right corner.
2. Pull tag to remove visual from light box.
3. Slide plastic border of new visual into the metal grooves along the light box frame.

CORNER SHOWCASE



HZV009 / HZV009N

Window

Here you can place a low display (HZA530) on one side so that you can put some folders or any other large products next to it on the other side. The presentation should be well-balanced – be creative!

Do not place two low displays next to each other.

Storage

Side-by-side drawers and doors at the back.

Placement



In a wall set-up
(HZV009)

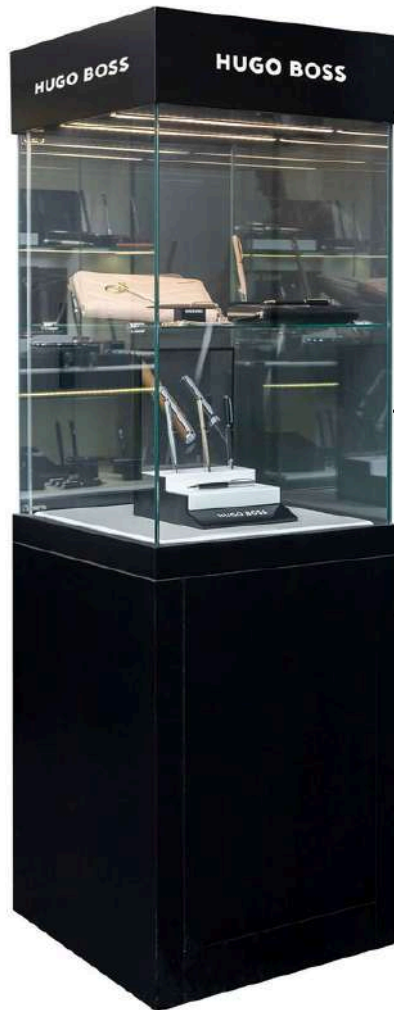


In an island set-up
(HZV009N)

CORNER SHOWCASE MERCHANDISING SUGGESTION



CORNER SHOWCASE



HZV010

Upper shelf

Perfect place for a flat display (HZA534) or individual display blocks.

Do not put a high or low display on the upper shelf.

Lower shelf

Perfect place for a **low display** (HZA530).

Storage

Bottom door for storage.

UPPER SHELF MERCHANDISING SUGGESTION



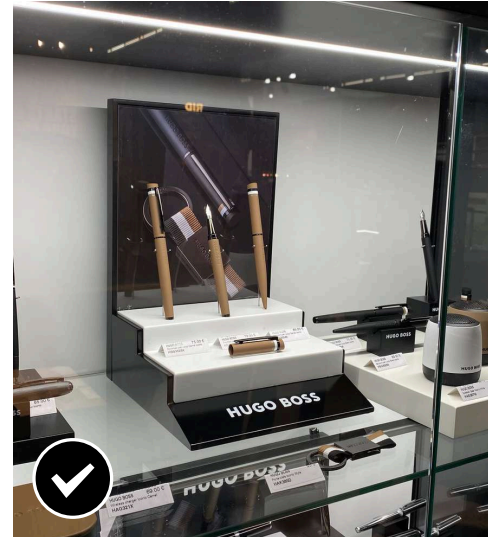
DISPLAYS

DOS & DON'TS



Model variations together

Present variations of the same model together, e.g. ballpoint pen, fountain pen, rollerball pen.



With matching accessories

Mix the writing instruments with matching accessories from the same series, to break monotony (e.g. notebook + key ring + USB drive).



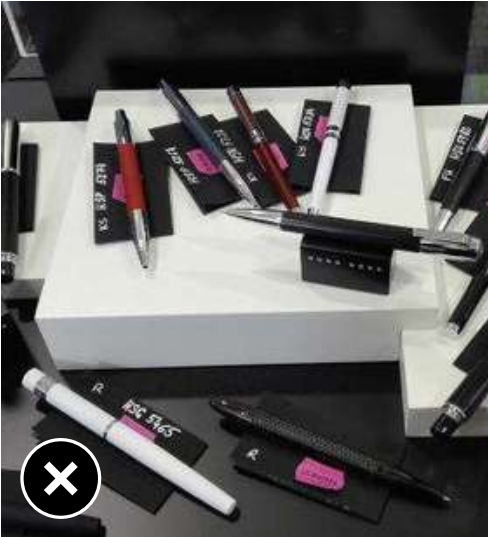
Colour variations together

Present various colours of the same model together.



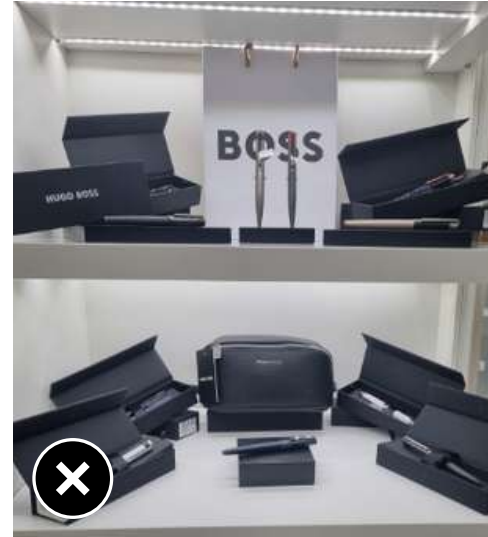
Separate women's collection

Separate visually women's products from men's products.



Neat presentation

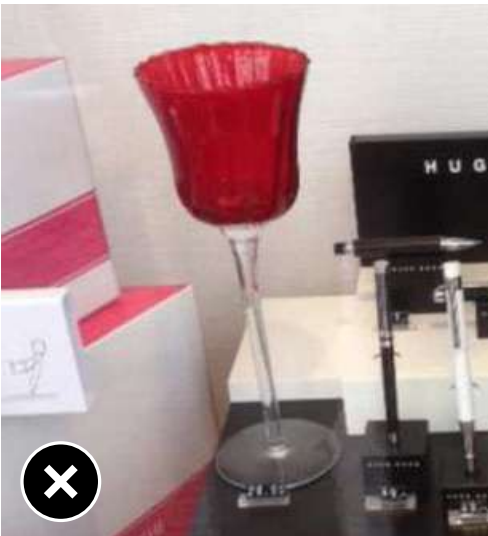
The items must be presented properly – clean, neat and clearly displayed.



Show the products only

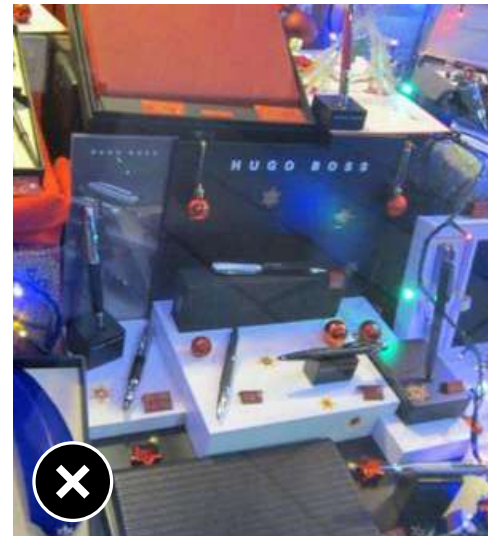
Do not display refills.

Do not display packaging (except for sets).



Do not mix brands/products

Do not mix HUGO BOSS products with unrelated items.



No decoration

Do not put anything other than HUGO BOSS items on the display – no decoration!

FOCUS DISPLAYS

Perfect for shop windows, counter tops and any small spaces.

The focus display's purpose is to highlight several products of the same line.

Please follow strictly the below presentations.



PLEASE AVOID THE BELOW PRESENTATION MISTAKES.



Put the right picture

Never mix the products of different product lines or use the picture from a different product line.

HUGO BOSS

CUSTOM MERCHANDISING UPGRADES

CUSTOM BACK PANELS

Give us the dimensions of the space allocated to our products in your fixture and we will prepare a custom made back-panel and send it to your shop.

Example : Vertecchi, Roma, Italy.



Example : Park Lake Kultho, Bucarest, Romania.



VERTICAL SPACE OPTIMISATION

An blank wall is an empty space.

Give us the dimensions of the vertical space in your store you would want to give life to and we will make you several proposals to perfectly match your store ambience.

Don't forget to brand the top of a fixture dedicated to our brands.

Example : Bakier Stationery - Heliopolis Branch, Egypt



BEFORE



AFTER

SHOP WINDOW CUSTOMISATION

A "total look" shop window will attract more customer than ever.
Let's work together on the possibilities to make of your shop window something exceptional!

Example : Ortloff, Cologne, Germany



BEFORE



AFTER

EXTERNAL LIGHT BOX

Customizing your external light box can make your shop window stand out and attract more customers. By creating a customized light box, you can showcase your business and set yourself apart in a crowded marketplace



Example : Bakier Stationery, Cairo, Egypt.

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