

Hugo Boss AG in Apparel and Footwear (Germany)

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Abstracts

To ensure future success and further high single-digit value growth over the forecast period, Hugo Boss has identified multiple areas for improvement. One of its main strategic goals is to strengthen its core Boss brand. In addition, it will focus on enhancing its presence in womenswear, with shoes and accessories being a key target area. It will also seek to improve its product portfolio, distribution and communication, adopting an omni-channel approach in order to reach a wider audience.

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