



Press Information

BOSS Store opens at Bellevue Square

New York, April 14, 2009. The international Fashion Group HUGO BOSS will open a new, directly operated BOSS Store at The Bellevue Collection in the landmark Bellevue Square. The store is currently set to open July 2, 2009.

Located in the Nordstrom wing, next to Tiffany & Co. and across from Burberry, the new BOSS Store aesthetic will extend just over 3,200 sq feet.

The new store will carry BOSS Black, BOSS Orange and BOSS Green menswear collections along with shoes and accessories.

The BOSS Black collection will be presented with oyster white walls and clean black lines. In contrast, the BOSS Orange interior features young, dynamic and innovative themes borrowed from the collection, featuring specially produced over-scale graphics. There will also be a special corner dedicated to BOSS Green – the sportswear collection for golf enthusiastic men.

Mark Brashear, Chairman and CEO for the Americas, HUGO BOSS USA, Inc. says "HUGO BOSS is very excited to open our retail store in the Bellevue Square center. Over the years we have cultivated a strong local following for HUGO BOSS in the Bellevue/Seattle market. This new store opening will provide customers a broader selection of merchandise from HUGO BOSS. We look forward to serving our many loyal brand customers in this new location!"

"BOSS is an exciting addition to our retail mix in Bellevue Square," says Kemper Freeman, Jr, Chairman and CEO of Kemper Development Company, which owns



and operates The Bellevue Collection. "The completed renovation of Bellevue Square has created an atmosphere that is attractive to designer brands like BOSS. This is one of the hottest menswear brands in the industry and one that will complement the mix of current menswear in The Square and offer a new dimension that we're confident will excite our customers."

Further information on HUGO BOSS can be found on our website at www.hugoboss.com.

Store Address

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If you have any questions, please contact:

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