**HISTORY OF HUGO BOSS cont’ after 1945 (TIMELINE)**

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### 1946 – 1969

##### [1950 – First men's suits](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-572)

##### Following the Second World War manufacturing is progressively expanded under the guidance of Hugo Ferdinand Boss' son-in-law Eugen Holy. The first orders for men's suits are received during the 1950s. By 1950 the company has 128 employees on its books, a number that continues to rise in the following years.

##### [1960 – Initial standardized production of men's suits](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-573)

##### In 1960 the first off-the-peg suits for men are produced, laying the foundations for the company's future success. In 1969 Eugen Holy's sons – Jochen and Uwe Holy – take over the company, gradually reshaping it into the international fashion group familiar today.

### 1970 – 1989

##### [1970 – Creation of the BOSS brand](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-575)

##### The fashion-awareness of men increased in the 1970s and their demands in aesthetics changes distinctly. The BOSS brand – with its high-quality men's collections – was launched in the early 1970s. It is the era of extremely narrow shoulders and two-button, single-breasted blazers. BOSS is registered as a brand in 1977.

##### [1972 – Motorsports sponsorship](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-576)

##### HUGO BOSS has already begun to hone an international profile when it begins sponsoring motorsports during the early 1970s. These activities prove the perfect vehicle for promoting the BOSS brand image and fostering its popularity among a global audience.

##### [1984 – BOSS initiates licensing operations](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-577)

##### HUGO BOSS ventures into a new market in 1984 by granting its first fragrance license. Ever since, HUGO BOSS fragrances have numbered among the most successful products in their segment and regularly featured among the top-selling scents.

##### [1985 – HUGO BOSS Group](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-578)

##### In 1985 essential changes take place regarding the company structure. HUGO BOSS is listed on the German Stock Exchange in Frankfurt.

##### [1985 – Golfsponsoring](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-579)

##### HUGO BOSS enters the field of golf sponsorship in 1985. The former world number one Bernhard Langer becomes the first professional to wear BOSS on the world's fairways and there are many others to come like Phil Mickelson and Martin Kaymer. Today HUGO BOSS continues to expand its golfing activities.

##### [1989 – Eyewear license](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-580)

##### In 1989 HUGO BOSS grants a license for eyewear including sunglasses. With their innovative designs and classic elegance, the eyewear collections reflect the individual brands perfectly.

### 1990 – 1999

##### [1993 – Tri-brand strategy](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-582)

##### HUGO BOSS introduces its tri-brand strategy in 1993. Two new brands, HUGO and BALDESSARINI, are added to augment the core BOSS brand. HUGO's progressive, innovative style and BALDESSARINI's luxurious, sophisticated appeal open the doors to new target groups for HUGO BOSS fashions. In 2006 the collections from BALDESSARINI are discontinued.

##### [1995 – Footwear license](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-583)

##### The granting of a license for shoes adds a new dimension to HUGO BOSS and its collections. In 2004, production of shoes and leather accessories is integrated into the company and expansion has been ongoing ever since.

##### [1995 – Arts sponsorship](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-584)

##### HUGO BOSS begins sponsoring contemporary arts in 1995. The partnership with the Solomon R. Guggenheim Foundation is sealed, creating the foundation for the HUGO BOSS PRIZE which is awarded for the first time in 1996.

##### [1996 – HUGO BOSS PRIZE](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-585)

##### The HUGO BOSS PRIZE is established jointly with the Solomon R. Guggenheim Foundation in 1996. Innovation and creativity are the deciding criteria for the prize, which is awarded by an international jury comprised of museum curators, critics, and collectors every two years. With its stipend of 100,000 USD, the HUGO BOSS PRIZE has since become one of the most important awards in the field of contemporary art. The American artist Matthew Barney is the first recipient of the accolade.

##### [1996 – Watch license](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-586)

##### The first watch license is granted in 1996 for BOSS. In 2007 a BOSS Orange watch collection was added.

##### [1997 – BOSS Golfwear](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-587)

##### Tapping its long-term experience in golf sponsorship, HUGO BOSS launches the BOSS Golf Collection in 1997. The collection includes high-quality sportswear that meets golfers' standards both on and away from the course.

##### [1998 – HUGO Womenswear](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-588)

##### The year 1998 is a milestone in HUGO BOSS' company history, marking the launch of its first women's collection – under the HUGO brand. In the meantime women’s collections have also been introduced for the brands BOSS, BOSS Orange and BOSS Green. Many of the HUGO Womenswear pieces become absolute Must-haves.

##### [1999 – BOSS Orange](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-589)

##### An international event marks the launch of BOSS Orange in 1999. The casualwear line provides an additional platform for sports- and leisurewear within the HUGO BOSS brand world – flanking the classic and elegant BOSS collection and the younger and more progressive HUGO brand.

### 2000 – 2005

##### [2000 – BOSS Womenswear](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-591)

##### The year 2000 sees the first women's collection launched under the BOSS core brand. This collection is aligned alongside the BOSS men's collection in the high-end fashion market. BOSS Womenswear offers the exclusive designs and feminine looks that appeal to modern, successful, and self-confident women with a natural zest. Classic tailoring as a tribute to the roots of the fashion house become more and more relevant within the womenswear collections, emphasizing the precise cut and the sophisticated details of the individual piece.

##### [2003 – BOSS Green](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-592)

##### BOSS Golf is repositioned within the HUGO BOSS brand world with a new concept and renamed BOSS Green: Functional materials and BOSS fashion know-how are synthesized in this everyday apparel with a sporting twist. The result is a coherent collection with strong colors and high-impact looks.

##### [2003 – Sailing sponsorship](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-593)

##### In 2003 the Group's sports sponsorship activities are extended to sailing. And since that year, the 22-strong crew of the HUGO BOSS yacht, led by skipper Alex Thomson, has been exclusively outfitted with a specially manufactured sailing collection.

##### [2004 – BOSS Selection](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-594)

##### As modern consumers' tastes become more sophisticated, demand for supreme quality and perfect workmanship grows. For a leading brand like BOSS, it is important to satisfy these changing market requirements with innovative solutions – and thereby offer products that completely cover the high-quality menswear segment. To answer this need, the luxury line BOSS Selection is first presented for Fall/Winter 2004.

##### [2004 – Shoes & leather goods](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-595)

##### Shoes and leather goods perfectly complement every look. In January 2004, footwear and leather goods manufacturing is incorporated into the HUGO BOSS Group.

### 2006 – 2012

##### [2006 – BOSS Orange Womenswear](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-597)

##### For the 2006 summer season a BOSS Orange Womenswear collection – offering the same casual, individualistic and upbeat styles as the existing men's collection – is launched for women.

##### [2006 – Brand portfolio without BALDESSARINI](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-598)

##### In 2006, the brand portfolio changes and the collections from BALDESSARINI are discontinued. The luxury positioning of BALDESSARINI is now represented by BOSS Selection within the HUGO BOSS brand universe.

##### [2006 – BOSS in New York](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-600)

##### On the evening of October 17, 2007 HUGO BOSS presents its BOSS Spring/Summer 2008 collection at the historic Cunard Building in Manhattan. It is the first time the Group is showing its collection in New York.

##### [2007 – Partnership with UNICEF](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-599)

##### Having supported children’s charities for several years, HUGO BOSS – in conjunction with the children’s aid organization UNICEF – begins building schools in Africa’s poorest countries during 2007. Within the framework of this project, schools in Angola, Malawi, Rwanda, Mozambique, Zimbabwe and South Africa have been opened or renovated and supplied with new teaching materials.

##### [2008 – Online-Store](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-601)

##### HUGO BOSS' online store in Great Britain is launched in September 2008. Today online stores have also opened in Germany, Austria, the Netherlands, France, and the USA. Additional stores around the world are due to follow. 2011 sees the relaunch of the online store in Mandarin for the Chinese market - a milestone in the ecommerce business.

##### [2009 – BOSS Selection Tailored Line](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-602)

##### In February 2009, HUGO BOSS adds a true superlative to the realm of luxury apparel: the BOSS Selection Tailored Line. For the first time ever, full canvas construction is achieved – i.e. every step involved in creating a suit is performed by hand. In 2011 the Tailored line is integrated into the MADE TO MEASURE concept.

##### [2009 – Kidswear license](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-603)

##### The year 2009 sees HUGO BOSS awarding a license for children's clothing. Keyed to the positioning of the BOSS core brand, the collection features a versatile wardrobe offering a rich variety of looks for children and teens that are suitable for recreation and more formal occasions.

##### [2009 – iPhone and social media](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-604)

##### Since 2009 iPhone owners have been able to explore the world of HUGO BOSS using a dedicated app – in addition to viewing the more detailed presentation on the corporate website. The company also maintains online channels on the video portal Youtube and the social networking sites Facebook, Twitter and FourSquare.

##### [2010 – BOSS Green Womenswear](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-605)

##### In the Fall/Winter 2010 season, HUGO BOSS premiers a further women's collection - as a complement to the successful BOSS Green men's collection. The line's looks are geared toward trend-conscious, athletic women with an active and modern lifestyle.

##### [2010 – Partnership with "Save the Children"](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-606)

##### Children are the focus of the charity work at HUGO BOSS. Flanking its partnership with UNICEF, the company launched a joint project with the children's rights organization "Save the Children" in 2010.

##### [2011 – BOSS Home](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-607)

##### By awarding a license for bed and bath products HUGO BOSS creates a comprehensive lifestyle. Inspired by the Group's fashions, the Home Collection comprises elegant, modern bedding, bath and beach towels that feature high-quality workmanship.

##### [2011 – Online-Store in Mandarin](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-608)

##### In 2011 the Group relaunches its online store in Mandarin for the Chinese market.

##### [2011 – BOSS Selection MADE TO MEASURE](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-609)

##### In 2011, HUGO BOSS launches its most luxurious line with BOSS Selection MADE TO MEASURE and the MADE TO MEASURE Service, offering tailored suits for men. Choosing from an array of the finest Italian fabrics and exquisite materials the customer can assemble his very own MADE TO MEASURE suit, along with custom-made shirts and ties.

##### [2012 – Fashion Show](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-610)

##### In 2012 the first Fashion Show was flanked by an international online and social media campaign that climaxed with a true premiere: the first 3D live stream of a fashion show. Whether in Berlin, Shanghai or New York in future every customer could watch the spectacular shows live and in high quality.

### 2013 – 2017

##### [2013 – Integration of BOSS Selection into the BOSS core brand](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-611)

##### The BOSS Selection products are merged with the BOSS collection. This move underscores the luxury and premium standards of the core brand and simultaneously enhances the uniqueness and clarity of the global brand image. The tailored suits MADE TO MEASURE are now available under BOSS and mark the luxurious peek of the fashion house’s collections.

##### [2013 – Cooperation with the German Football](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-612)

##### Since May 2013 HUGO BOSS has been the official fashion outfitter of the German national soccer team as well as of the German national under-21 soccer team. Off the pitch the athletes showcase classic business looks and laid-back casual outfits.

##### [2013 – HUGO BOSS ASIA ART AWARD](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-613)

##### HUGO BOSS ASIA ART creates a new art award in Asia, following the HUGO BOSS PRIZE co-founded in 1996 by HUGO BOSS and the Guggenheim Foundation. This groundbreaking biennale award which aims at recognizing the significant achievements in contemporary art in Asia, is conceived and curated by the Rockbund Art Museum that carries a stipend of ¥300,000. Kwan Sheung Chi is the inaugural artist to receive the first biennial award.

##### [2013 – Jason Wu](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-614)

##### Jason Wu takes up the position of Artistic Director for BOSS Womenswear. The Taiwan-born, New York-based designer becomes responsible for the entire womenswear line up from HUGO BOSS, including ready-to-wear and accessories. The presentation of his "Gallery Collection" in February 2018 in New York marks Jason Wu’s finale as Artistic Director of BOSS Womenswear.

##### [2014 – HUGO BOSS & Parsons The New School for Design](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-615)

##### HUGO BOSS and Parsons The New School for Design announced a major new scholarship in the amount of $250,000.

##### [2015 - Permira exit](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-13006852)

##### Principal shareholder Permira sells its shares in HUGO BOSS AG.

##### [2016 - 20th anniversary of the HUGO BOSS PRIZE](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-13010487)

##### In 2016 HUGO BOSS and the Guggenheim Museum in New York celebrate the 20th anniversary of the HUGO BOSS PRIZE.

##### [2017 - Two-brand strategy](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-13011669)

##### The Company operates with two brands only - BOSS and HUGO. BOSS Orange and BOSS Green have been integrated into the BOSS core brand as of the Spring/Summer 2018 collection.

##### [2017 - Formula E partnership](https://group.hugoboss.com/en/group/about-hugo-boss/history/#collapse-13011671)

##### At the beginning of December HUGO BOSS becomes the first “Global Apparel Partner” to support this race series; the agreement with the Mercedes-AMG Petronas Formula 1 Team expires at the end of the year.

In the realms of fashion, art and sports alike – there are many facets to success. HUGO BOSS will continue to work on its great success story and to inspire people in the future.

**BIBLIOGRAPHY OF HUGO BOSS**

Born: Metzingen, Germany 1885

Died: Germany 1948

The youngest of five siblings, Hugo Ferdinand Boss’s parents owned a lingerie and linen shop in Metzingen. With only one of his siblings surviving infancy, Boss was chosen as the heir to the family business.

Boss started an apprenticeship as a merchant before enlisting in the army in World War One.

In 1924 Boss opened a clothing factory with financial backing from two other manufacturers. Originally employing around 30 workers, the business produced handmade garments. The company’s first major commission was for Rudolf Born, a textiles distributor who was supplying clothing for the National Socialist Party. During the 1930s, Boss advertised his business as a ‘supplier of Party equipment since 1924’.

Due to Germany’s economic difficulties, in 1931 Boss was forced to file for bankruptcy. However, he reached an agreement with his creditors leaving him some machines to restart his business. The same year Boss became a member of the Nazi Party and a sponsoring member of the Schutzstaffel.

The company’s sales started to increase dramatically from 1932. With the country’s restriction on clothing manufacturing, Boss established his business in manufacturing uniform and work wear, the only products that restrictions were lifted on ensuring the businesses production could carry on.

In 1938 the company received a large commission for army uniforms. With the company’s revenue increasing, the business made uniforms for the German Armed forces and the Waffen SS until 1945.

From the increase of business since the 30s, Boss constantly experienced recruitment difficulties. During the Second World War production intensified due to supplying the German forces. With the staffing problems, Boss had to employ 140 forced labourers and 40 French prisoners of war.

When the war ended, Boss was forced to undergo de-nazification whereby he was pronounced guilty and fined. The reasons for his sentence included his membership of the National Socialist Party, his fiscal involvement with National Socialism and his friendships with leaders within the Party.

In 1948 Hugo Boss died. His son-in-law Eugen Holy took over the business.

Holy started to increase manufacturing in the late 40s. By 1950 the company had 128 employees, which number continued to rise as the business obtained its first orders for men’s suits.

In 1960 the off-the-peg suit for men started production and by the end of the decade Holy’s sons Jocehn and Uwe took over the company.

During the 1970s the BOSS brand started to develop. Focussing on high quality male clothes, the brand registered in 1977. During the 70s the company started to develop an international presence, sponsoring motor sports and Formula One racing.

In 1984 the business obtained a fragrance licence. The following year the business was listed on the German Stock Exchange. In 1985 the company started golf sponsorship with Bernhard Langer becoming the first professional golfer to wear Hugo Boss. In the same year the company also started sponsoring tennis. In 1989 the company added an eyewear range to the portfolio.

In 1993 the company added two more brands, HUGO and BALDESSARINI. Two years later the business signed a shoe wear license.

However, shoes weren’t integrated into the company until 2004.

With watch collections and golf wear added to the portfolio towards the end of the 90s.1998 marked the launch of the first women’s collection. Next year a casual line, BOSS Orange was added.

In the following years more brands were launched as well as children’s, home ware and beauty lines. Hugo Boss has recently acknowledged and apologised for the company’s maltreatment of forced labour workers during World War Two.

The Hugo Boss style is known to be sophisticated and chic. Recognized for the excellent tailoring and beautiful fabrics used for their suits, the business creates garments that are modern classics. With a variety of brands, the company offers a versatile choice of contemporary elegant garments.

**Works Cited**

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History - Hugo Boss <https://group.hugoboss.com/en/group/about-hugo-boss/history/>. Accessed on November 26, 2018.