

HUGO
HUGO BOSS

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MARKET

Modern, international, individualistic: In an intangible market where image is everything, Hugo Boss fragrances capture the most desirable characteristics of modern life. Hugo Boss designer fragrances are consistently among the top ten for retail sales in the 100 markets where they are available worldwide, with annual sales exceeding one billion euros.

The Hugo Boss range appeals to confident, successful men and women of all ages. In Egypt, the best-selling fragrances are available through 50 outlets in Cairo, Alexandria and Port Said, distributed by Prestige Distribution, one of the largest local fragrance agents.

ACHIEVEMENTS

A testament to its innovation and international popularity, Hugo Boss won three of the four Fifi Awards for men's fragrances in 2003. In the Haute Couture category Hugo Boss won both Best Parfum and Best Flacon for a new launch. The award for the best new perfume in the Prêt-à-Porter category went to Boss In Motion.

The Fragrance Foundation awards, which are the single most important in the fine fragrance industry, recognise the best new scents as well as classic favourites in the United States, France, Germany, the United Kingdom, Spain and Italy.

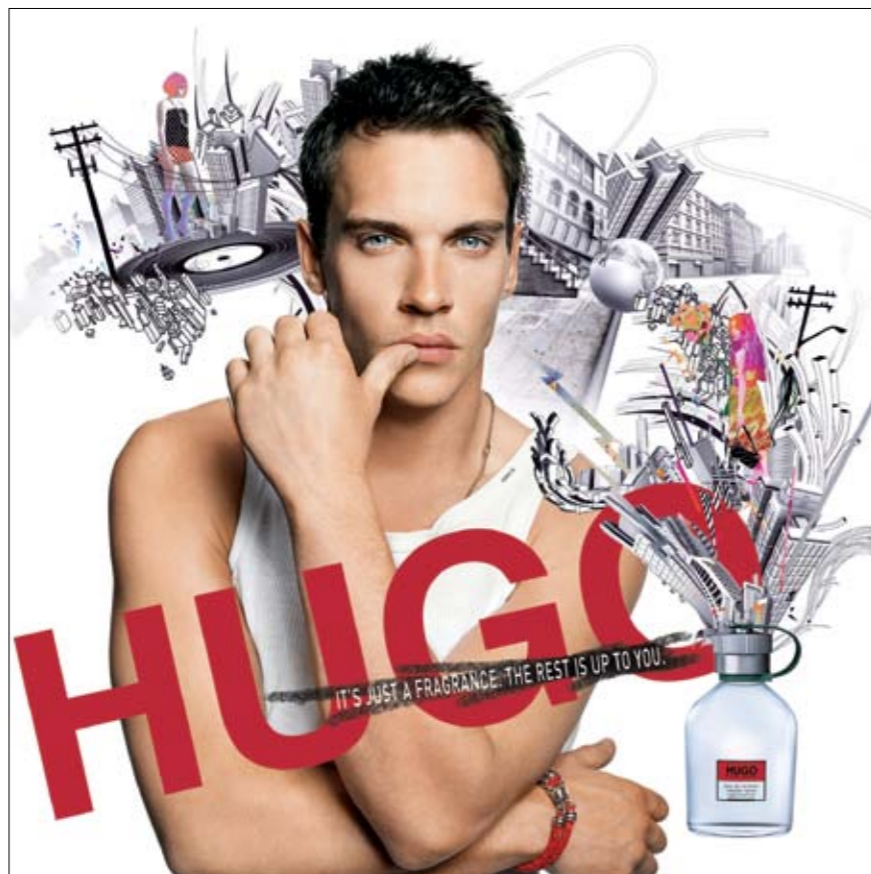
HISTORY

Since 1991 Procter & Gamble (P&G) Prestige Beauté has held the license for Hugo Boss beauty products, which include fragrances and cosmetics. P&G Prestige Beauté creates fragrances of superior character by engaging the world's most creative perfumery talent. The extensive knowledge of these talented individuals is combined with the best aroma chemicals from external fragrance houses and intelligent consumer research, giving P&G an unrivalled knowledge of consumer understanding and a proprietary approach to translate consumer feedback and designer inspiration into precise fragrance development guidelines. P&G possesses patented technologies that uniquely change the fragrance profile, resulting in 'new world' fragrance characters.

In 1993 P&G Prestige Beauté diversified Hugo Boss into the two brands that have made the company one of the world's leading fashion groups: Boss and Hugo. The two brands share

a philosophy of providing complete, clearly positioned lifestyle collections.

Hugo Boss products in Egypt are exclusively distributed by Prestige Distribution, a division of



the stresses of his modern life; he is in his element – anywhere. The HUGO Element man feels creatively enriched and inspired by the city and, in turn, breathes new life into it as he moves through it, inspiring those he meets along the way.

2008 marks ten years of success for the number one classic male fragrance from BOSS – BOSS Bottled. This iconic fragrance was introduced at a time when the male fragrance market was cluttered with scents predominantly focused on 'fresh' notes. This audacious, ground breaking, vanilla fragrance for men paved the way towards more modern and daring territories, thereby symbolising a significant milestone in the evolution of the male fragrance industry. Ten years on, BOSS Bottled is still amongst the top ten in the global male fragrance market, clearly demonstrating its exceptional success as a true fragrance icon.

To celebrate this landmark anniversary in style – and the staggering 50 million bottles sold since launch - BOSS has created a distinguished chrome-plated

Collectors' Edition of this timeless elegant fragrance, available in major retail outlets across the GCC from November 1st. Encapsulating a man's personal quest for success, over the past decade BOSS Bottled has become a classic

Comptoir Egyptien de Representation and one of the largest companies in the local fragrance market. The first company to open a boutique dedicated to up market fragrances in Egypt, Prestige now operates a chain of eight retail outlets: five Palais des Parfums stores and three Mont Blanc boutiques.

In addition to handling Hugo Boss, Prestige Distribution also represents such prestigious brands as the Yves Saint Laurent Beauté Group, Max Factor cosmetics, Kenzo, Puig, Moschino, Versace, Dolce & Gabbana, Balmain, Gucci, Escada, Dunhill and Rance.

PRODUCT

HUGO Element relax, connect with the city, be in your element anywhere, Disconnect from the stresses of everyday life. Tune into the creative energy of the city. Anywhere in your element. HUGO Element – the new male fragrance from HUGO launched in April 2009. Encapsulating the city's creative and inspiring energy, this dynamic and masculine scent is designed for the urban traveler who lives and breathes the city.

For the HUGO Element man, life is about slowing down and taking the time to experience and appreciate the city – by tuning into the positive creative elements of the city he escapes



fragrance whilst remaining modern and relevant for the successful and ambitious man of today.

BOSS Bottled

Ten years ago the best seller male fragrances were about fresh notes. Keen to propose an alternative and open the male acceptance envelope into new directions, the P&G Fragrance Creation Team chose to innovate with edible notes of apple, cinnamon and vanilla taking inspiration from the unexpected olfactory idea of the apple strudel. Breaking new ground by essentially creating a vanilla fragrance for men in a market where 'fresh' fragrances dominated, this generous and reassuring smell, reminiscent of childhood memories, was then tempered with a combination of sensual woody notes to produce a daring, delicately soft and sensual, yet distinctively masculine scent. The contrasting ingredients are bound together by a tiny amount of rose oil which is imperceptible yet helps bring together the elegance, confidence and success which the fragrance encapsulates. Arguably, BOSS Bottled remains without equal to this day.

The covetable Collector's Edition sports a modern and sophisticated chrome-plated flacon which celebrates the tenth anniversary of the fragrance in style. The exclusive bottle design is the finishing touch in establishing BOSS Bottled as a true classic. Contemporary and elegant yet clean and simple, the Collector's Edition design effectively embodies all the attributes of the BOSS Bottled man. The Collector's Edition is available in 50ml and 100ml.

In conjunction with the launch of the celebratory flacon and available across all major outlets in the region, avid fans of the fragrance in its original flacon may also choose to opt for the now available larger 200ml BOSS Bottled.

RECENT DEVELOPMENTS

BOSS Orange

To be worn with passion, the new female signature fragrance from BOSS Orange has been created for the spontaneous modern woman. Playful and light-hearted with a relaxed yet sparkling charisma, the BOSS Orange woman is defined by her multi-faceted personality, where a carefree outlook goes hand in hand with her impassioned nature. BOSS Orange represents the creation of a brand new pillar for BOSS Fragrances – inspired by the soul of the BOSS Orange brand, this captivating new scent perfectly encapsulates the passionate and joyful nature of the woman who wears BOSS Orange fashion.

Just as the scent has been designed to reflect the defining characteristics of the BOSS Orange woman, so her personality brings to life the mood-enhancing qualities of the colour orange which symbolises energy, positivity and warmth.

A free spirit, she is not afraid to wear her heart on her sleeve, regardless of what is expected of her. What matters is for her to stay

true to herself, and to infuse her world with passion. She is embarking on life's journey and sees a whole world of opportunities opening before her eyes. Her attitude is carefree. Her aura is captivating. Her signature fragrance is BOSS Orange.

BOSS Orange... The Campaign

Positive, vivacious, free-spirited and soulful, the BOSS Orange campaign seeks to inspire women all over the world to be true to themselves. Fronted by Sienna Miller, the exhilarating TV copy perfectly encapsulates her joyful nature. Exuberant and full of life, we see Sienna in a series of close-up sequences which reveal

sobs. All the sensations she goes through are close to her skin and that's what makes her such a good actress. She is great to work with, and the embodiment of what we wanted – a free-spirit, a liberated soul."

The result? A delightfully vibrant, genuine and soulful film which captures Sienna Miller at her most intimate, natural self "BOSS Orange is not only the first women's scent to celebrate the carefree and fun-loving attitude of the Orange line, but also the first fragrance to embrace this exhilarating, positive passion for life" comments Karen Ellis. "It still gives me goose bumps every time I watch the ad."



PROMOTION

Hugo Boss's irreverent "Your Rules" campaign vaulted Hugo Man to the attention of young adults worldwide at its 1995 launch. Since then every new fragrance has maintained the bold, sensual, self-confidence with which Hugo Boss has quickly come to be associated.

A market innovator everywhere it is sold, Hugo Boss was the first brand to offer product sampling in Egypt, as well as the first to place fragrance inserts in local magazines. Its popularity continues to grow as millions of viewers follow new product launches via television advertising on Satellite channels as MBC, LBC and Rotana and in Egypt's magazines, including the English-language fashion glossies Cleo, Enigma, Diva and Magnificent and in the Arabic-language Nos El-Donya.

In 2002 Hugo Boss was one of the main sponsors of the Defile' Creation, a three-day event that featured numerous fashion shows for designers and leading cosmetic and fragrance firms.

BRAND VALUES

Hugo Boss captures the spirit and values of modern life with

fragrances welcomed as innovative and destined to become classics. Bottled in award-winning designs, each new Hugo Boss fragrance sets another standard for package design. Carefully matching its Hugo and Boss ranges to the profiles of successful individuals, the brand is synonymous with individualism, self-confidence, and vitality.

different facets of her captivating personality. She is portrayed in her natural light: optimistic, playful and light-hearted. The inspiration for the campaign comes directly from the soul of the BOSS Orange brand. Spontaneity is at the very heart of the brand, inspiring each and every woman to express herself in her own unique way. It's relaxed, uplifting and in perfect synergy with the spirit of BOSS Orange.

Face of the fragrance, Sienna Miller, was an obvious choice for such an exuberant and charismatic campaign. "The general mood of the ad is light-hearted. There's a casual yet energetic atmosphere, lots of running around and laughing – my idea of heaven!"

Regarding the experience of working with Sienna Miller, photographer and TVC Director Cliff Watts comments: "Sienna's a great girl – beautiful, hard working and absolutely the right face for the BOSS Orange fragrance and campaign. If Sienna laughs, she laughs to the highest degree; if she cries, she cries until she

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www.hugoboss.com

Things you didn't know about HUGO BOSS

Hugo Boss has the highest turnover of any men's fragrance house in the world.

Fragrance lovers can send birthday reminders, e-cards and fragrance samples to their friends at www.hugo.com.

Superbrands