

APPAREL AND ACCESSORIES

## Boss launches podcasts following leaders on their success journeys

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Host Raven Smith (right) interviews stylist and television personality Law Roach. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion group Hugo Boss has launched a new podcast as it accelerates its marketing spend.

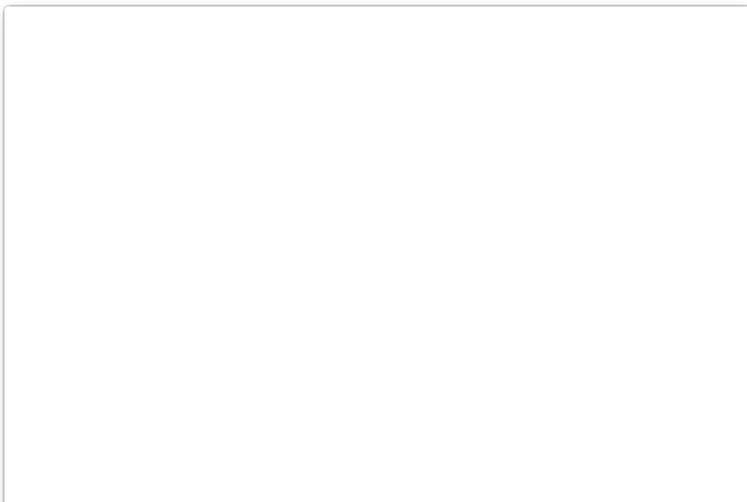
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Representing its ethos of celebrating those with drive, the new Behind the Boss podcast will honor leaders who have carved their own way. Behind the Boss will feature artists, creators and athletes as they dive into what has made them successful today.

### Journeys to success

The new podcast aims to give figures an outlet to explain their disparate journeys to greatness, highlighting their highs and lows and offering intimate insights.

Every episode aims to explore the moment each guest realized their true purpose, the moment they doubted it all and the moment they felt like they had truly made it. Behind the Boss shows how people have become bosses, so to speak.



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*Law Roach sits down with the Behind the Boss podcast*

Behind the Boss is an ode to how turning points and overcoming struggle help leaders become the best version of themselves.

Behind the Boss is hosted by Raven Smith, a London-based culture writer who recently released a new book, Raven Smith's Men. Mr. Smith is known for his wit and candor.

The podcast was launched on May 3. The first three guests were American stylist and television personality Law Roach, metaverse expert and tech futurist Cathy Hackl and Boss Global Brand Ambassador Anthony Joshua.

The podcast will be streaming bi-weekly across all Hugo Boss' channels.

Hugo Boss Group saw record first quarter sales as it builds off the success of its recent rebrand.

For the quarter ended March 31, Hugo Boss sales jumped 52 percent year-over-year to 772 million euros, or about \$813.7 million at current exchange. Sales were up 17 percent from Q1 2019, confirming that the group is continuing to exceed its pre-pandemic figures ([see story](#)).

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