

APPAREL AND ACCESSORIES

Hugo Boss announces dog apparel venture

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As part of its continued rebranding strategy, Hugo Boss will soon offer dog apparel and accessories. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion group Hugo Boss has entered into an exclusive five-year global dog apparel and accessories license agreement with Kanine Pets World Limited as it expands into new categories.

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The agreement covers the design, production and global distribution of products for dogs including apparel, accessories, home products and toys under the Boss brand. Designed to correspond with the brand's fashion collections, the dog collection is a first for Boss as it strategizes ways to differentiate itself in the luxury industry.

"Our new Claim 5 strategy is broad-based, as we want to grow across all regions, touchpoints, brands and product areas," said Daniel Grieder, CEO of **Hugo Boss**, in a statement. "We are very excited that in Kanine Group, we have found the right partner to enter the dog accessories business and exploit the full potential of Boss in this entirely new segment.

"Kanine Group can draw on extensive experience in the strongly growing premium dog supplies market, and together we look forward to offering high-end products to customers worldwide."

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Kanine Group designs, sources and distributes pet apparel and accessories under various owned and licensed brands, including its namesake Kanine brand, and operates www.kanine.com, an exclusive platform for premium products including apparel, accessories and home products for pets.



With record sales in its standard apparel and accessories category, Boss is expanding for its animal-lover audience. Image credit: Hugo Boss

Boss' new dog accessories endeavor will launch two collections per year, starting in August 2022 with the fall/winter collection.

The products will be available worldwide in the online stores [hugoboss.com](https://www.hugoboss.com) and [kanine.com](https://www.kanine.com), as well as in selected Boss Stores, department stores and pet stores.

Since it announced its rebrand earlier this year, Hugo Boss has witnessed record sales.

For the quarter ended March 31, company-wide sales jumped 52 percent year-over-year to 772 million euros, or about \$813.7 million at the 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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