

FRAGRANCE AND PERSONAL CARE

## Hugo Boss, Coty renew fragrance licensing deal through 2035

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*Hugo Boss and Coty extend an existing licensing deal by more than two decades, now active beyond 2035. Image credit: Hugo Boss*

By LUXURY DAILY NEWS SERVICE

In pursuit of a greater share of the global fragrance market, German fashion house **Hugo Boss** will continue to tap personal care multinational, Coty for support on branded beauty products.

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Having started in 2016, the shared licensing agreement is now valid beyond 2035, with no material changes in deal terms. The deal includes Boss and Hugo fragrances for men and women.

"We are delighted to extend our highly successful partnership with Hugo Boss, one of the leading premium fragrance brands in our portfolio," said Sue Y. Nabi, CEO of **Coty**, in a statement.

"Together, we have created many iconic male fragrances, which have been enthusiastically received by consumers, and we look forward to building on these successes."

Boss around

In addition to its Boss Bottled collection for men, the brand is making moves to widen its range of women's perfume across key European markets.

Hugo Boss is also looking to take the lead in the global men's cologne market. Both goals require measured growth in the U.S. market the brand makes clear its intention to focus in on the region as part of its larger strategy.

Hugo Boss aims to uplift fragrances, enhancing brand awareness and relevance, in specialty markets such as the Middle East and China as well.

Besides product extensions, the partnership will allow for a continuation of the brand's "Be Your Own Boss" platform. The moniker refers to a recent global identity refresh enacted at the top of this year ([see story](#)).

*Boss' #BeYourOwnBOSS campaign starred TikTok star Khaby Lame, among others*

"Our Claim 5 growth strategy is broad-based," said Daniel Grieder, CEO of Hugo Boss AG, in a statement.

"We want to grow across all regions, touchpoints, and brands, as well as in all product areas," Mr. Grieder said. "We

are excited to continue our successful partnership with Coty and are convinced that we have the right partner at our side to exploit the full potential of Boss and Hugo in the global fragrance business."

Audience-wise, Hugo Boss is working to reach younger demographics and, in good news, the brand holds a compelling blueprint with which it can bring the branding of its fragrances in line with an overarching refresh.

Messaging exercises such as the #HUGOYourWay mantra ([see story](#)) and "Be Your Own Boss," as well the operational offered by this ongoing licensing structure with Este Lauder, makes for a comprehensive growth strategy.

The brand's various transformations and efforts to better target the interests of Gen Z and young millennials appear to be working, per subsequent record earnings ([see story](#)).

This festive season, HUGO shares a message that there's only one way to celebrate: your way. With a bold new campaign with a party vibe, HUGO invites you to take your celebrations to the next level as you [#HUGOYourWay](#) through the season in style: <https://t.co/OduTZkyaZn> [pic.twitter.com/Z0OIty2SKA](https://pic.twitter.com/Z0OIty2SKA)

HUGO BOSS Corporate (@HUGOBOSS) [November 2, 2022](#)

"Hugo Boss' impressive market share gains in recent years demonstrate why Coty is the go-to partner for fashion houses, brands and high-profile individuals that want to create leading beauty portfolios under license," Ms. Nabi said.

"This long-term extension is in line with Coty's strategic objective to focus on key brands which can become global powerhouses while driving a balanced growth agenda across our fragrance portfolio."

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