

COMMERCE

# Hugo Boss skirts slowdown in Q4, reports record earnings

January 16, 2024



*The wide-ranging growth is credited to the house's ongoing "Claim 5" strategy. Image credit: Hugo Boss*

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By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is sharing news of its strong financial position.

After raising its fiscal outlook last year, a preliminary earnings release suggests the company has met the new targets set for 2023. Released today, the report lists sales increases in the double-digits, achieved in both the fourth quarter and for the full year.

"We ended 2023 on a high note, making it a record year for Hugo Boss," says Daniel Grieder, CEO of [Hugo Boss](#), in a statement.

"The double-digit top and bottom-line improvements in the important final quarter are all the more remarkable considering the current challenging global market environment," Mr. Grieder said. "With our strong brand momentum and the ongoing successful execution of our Claim 5' strategy, we have laid a robust foundation for continuing our market-share-winning trajectory and making further progress in becoming one of the top 100 global brands."

## **Defying expectations**

Revenues of 1.17 billion euros \$2.28 billion at current exchange in the final quarter of last year contributed to a record annual sales total at Hugo Boss.

On a currency-adjusted basis, this represents a year-over-year increase of 13 percent. The company says that all its business segments saw improvements, both during this period and over the course of the year.

Bucking the trend of slowdowns seen across the luxury landscape with few exceptions, the growth is credited to the house's ongoing "Claim 5" strategy which, since launched, has ushered in a major rebrand.



American model Gigi Hadid stars in a spring/summer 2023 campaign from the brand. Image credit: Hugo Boss

Boss Menswear is the leading contributor to this success, garnering \$993 million in final quarter revenues. Of the 4.19 billion euro end-of-year tally, equaling \$4.56 billion in full-year sales at current exchange, the line generated 3.2 billion euros, or \$3.47 billion currency-adjusted Boss Menswear revenues are up 16 percent y-o-y.

In fact, the company shares that none of its brands, regions or points of sale saw sales decline or stagnate in Q4 2023, or during the full year. For the three months ending Dec. 31, 2023, EMEA was the top global region, and bricks-and-mortar retail stands as the leading distribution channel at Hugo Boss.

For 2023 overall, consumers in EMEA were responsible for more than 60 percent of all regional sales, with in-store sales comprising 53 percent of totals, leaving the lesser half to online shopping and licensing.



The Hugo Boss data campus. Image credit: Hugo Boss

In 2021, Hugo Boss set a goal for sales of 4 billion euros in four years. In 2023, the company raised this outlook, now aiming to reach \$5 billion by 2025 ([see story](#)).

Its brands seem to be well on track to achieving this goal. Final results for 2023 will be published on March 7, when the label will also reveal its outlook for the 2024 fiscal year.