

COMMERCE

Hugo Boss renews licensing agreement for children's apparel

February 10, 2025



This extension will build on a collaboration that began in 2009, focusing on the design, production and global distribution of the BOSS Kidswear line. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is continuing its children's apparel efforts.

Releasing a statement on Feb. 10, it has announced the renewal of an agreement with French licensee Children Worldwide Fashion (CWF). This extension will build on a collaboration that began in 2009, focusing on the design, production and global distribution of the BOSS Kidswear line.

"CWF is meanwhile a licensee of Hugo Boss for over fifteen years, and we are excited to continue this successful, long-term partnership," said Daniel Grieder, CEO of **Hugo Boss**, in a statement.

"As the European market leader in high-quality children's fashion, CWF is the right partner for us to further leverage the potential of BOSS and HUGO in the kidswear segment in the years to come."

BOSS Kidswear continues

The partnership aims to maintain the brand's presence in the luxury children's fashion market.

The renewed agreement underscores Hugo Boss' commitment to delivering contemporary clothing options for those of all ages.

Leveraging CWF's expertise in the sector, the leader in children's fashion will manage the development and distribution of BOSS Kidswear, ensuring alignment with the brand's standards and market positioning.



The partnership aims to maintain the brand's presence in the luxury children's fashion market. Image credit: Hugo Boss

The renewed agreement is effective immediately, with upcoming collections expected to be available through BOSS retail channels, CWF's distribution network and select retailers worldwide.

"The extension builds on a strong, trusted, and long-standing business partnership," said Laurent Mallet, COO at CWF, in a statement.

"The BOSS and HUGO collections perfectly reflect our offering in the premium segment and provide us with the opportunity to accelerate the expansion of this segment by offering our customers two strong brands with very clear and relevant positions."

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