

**HUGO BOSS**

Writing Instruments & Accessories

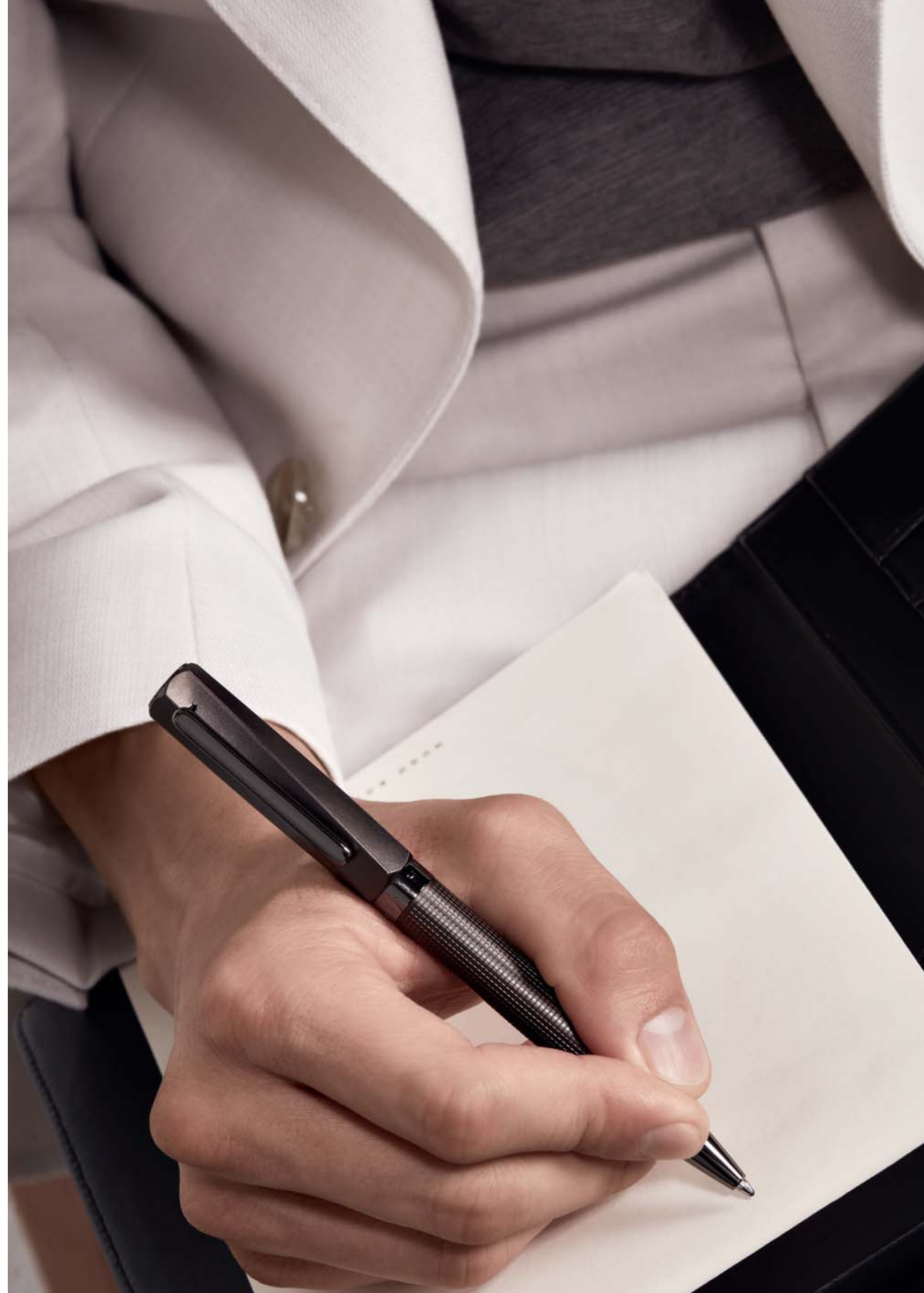


# HUGO BOSS

HUGO BOSS is a global leader in the upper premium apparel market. With some 14,700 employees around the world, the German Group develops and sells high-quality fashions and accessories for women and men under its BOSS and HUGO brands. Its products range from classic contemporary apparel, elegant evening fashions and casualwear through to shoes, leather accessories and licensed products including fragrances, eyewear, watches, children's fashion, home textiles and writing instruments.

The repositioning of the brands is accompanied by numerous events and campaigns. The Company also sponsors premium sports such as golf, sailing, motorsports and soccer to convey brand values such as success, precision, innovation and sustainability. Sponsorship of cultural events is a further key area of the Group's brand communications, with the Group seeking to create common ground between art and fashion with respect to design, aesthetics and creativity.

The HUGO BOSS writing instrument line was launched in 2015 and has quickly become a force to be reckoned with on the premium writing market. Approaching this segment with a fashion house point of view, the HUGO BOSS line offers perfectly crafted and performant products, while focusing innovative designs. The line offers pens on diverse creative segments; from classical items to pens that are directly inspired by the HUGO BOSS fashion line. A selection of the pieces also find their design roots in architectural structures. The writing line is completed with a full range of matching writing accessories, such as notebooks, folders and pen pouches, as well as electronical items such as powerbanks. Today, the HUGO BOSS writing instruments are available in over 100 countries across over 2000 point of sales.





## OVAL

———— Playing with an optical illusion, the Oval writing instruments are subtle and innovative. Each piece is delicately crafted with a refined sequenced graphic dark chrome engraving and adorned by understated matte black accents as a reference to industrial aesthetics.



HSF1562D - Oval Gun Fountain pen



HSF1564D - Oval Gun Ballpoint pen



HSF1565D - Oval Gun Rollerball pen



HPSM105J - Set Oval ballpoint pen & Gleam conference folder A5

The Oval pen line is made of brass. Fountain pens and Ballpoint pens are outfitted with blue ink refills as standard. Rollerball pens are outfitted with black ink refills as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).



## GRADE

———— With its distinctive architectural cap structured with a sequence of diamond pattern plated tiles featuring different shades of grey, the Grade pen line combines modernity and elegance. The pared back matte black barrel provides the perfect balance to this design.



HSS1672A - Grade Fountain pen



HSS1674A - Grade Ballpoint pen



HSS1675A - Grade Rollerball pen



HPBR167A - Set Grade ballpoint pen & Grade rollerball pen

The Grade pen line is made of brass. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500)



## TWIST

———— The Twist series has a strong and technical design. These writing pieces include a sophisticated dark chrome twisted cap and a barrel engraved with a grid pattern for a contemporary feel, conferring them a contrasted silhouette.



HSQ1782D - Twist Gun Fountain pen



HSQ1784D - Twist Gun Ballpoint pen



HSQ1785D - Twist Gun Rollerball pen



HPBP178D - Set Twist fountain pen & Twist ballpoint pen

The Twist pen line is made of brass. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).





## GEAR MINIMAL

———— Inspired by the original Gear collection, the Gear Minimal pieces, with their clean cut and delicate lines, provide a perfectly balanced writing experience. This line is offered in a mix of textures and shades from a brushed midnight blue or chrome finish to a smooth and soft black or navy coating for an understated and luxurious feel.

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HSN1892B - Gear Minimal Black & Chrome Fountain pen



HSN1894B - Gear Minimal Black & Chrome Ballpoint pen



HSN1895B - Gear Minimal Black & Chrome Rollerball pen



HPBR189B - Set Gear Minimal ballpoint pen & Gear Minimal rollerball pen

The Gear Minimal pen line is made of brass and aluminium. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).



HSN1892A - Gear Minimal Black & Navy Fountain pen



HSN1892N - Gear Minimal All Navy Fountain pen



HSN1894A - Gear Minimal Black & Navy Ballpoint pen



HSN1894N - Gear Minimal All Navy Ballpoint pen



HSN1895A - Gear Minimal Black & Navy Rollerball pen



HSN1895N - Gear Minimal All Navy Rollerball pen



HPBP189A - Set Gear Minimal fountain pen & Gear Minimal ballpoint pen



HPBR189N - Set Gear Minimal ballpoint pen & Gear Minimal rollerball pen

The Gear Minimal pen line is made of brass and aluminium. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).



## HERRINGBONE

— Finely crafted with a refined Herringbone pattern reminiscent of the fashion house suiting, the Herringbone collection is timeless and elegant. This new interpretation of the iconic Formation outline is adorned with crisp chrome or dark chrome accents.



HTA106A - Herringbone Black Conference folder zip A4



HTM106A - Herringbone Black Conference folder A5

The Herringbone conference folder line is made of vegan leather. The paper refill contains 40 pages. Folders are delivered in a HUGO BOSS gift box. .



HSI1062D - Formation Herringbone Gun Fountain pen



HSI1062B - Formation Herringbone Chrome Fountain pen



HSI1064D - Formation Herringbone Gun Ballpoint pen



HSI1064B - Formation Herringbone Chrome Ballpoint pen



HSI1065D - Formation Herringbone Gun Rollerball pen



HSI1065B - Formation Herringbone Chrome Rollerball pen



HPBR106D - Set Formation Herringbone ballpoint pen & Formation Herringbone rollerball pen



HPBM106 - Set Formation Herringbone ballpoint pen & Herringbone conference folder A5

The Herringbone pen line is made of brass. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).



## FORMATION GLEAM

———— The new Formation Gleam collection is effortlessly modern. It plays on the contrast between a deep dark grey brushed cap, a soft matte black barrel and subtle shiny dark chrome accents for a resolutely masculine feel.



HDF105J - Gleam Folder A4



HDM105J - Gleam Folder A5



HSR1902D - Formation Gleam Fountain pen



HSR1904D - Formation Gleam Ballpoint pen



HSR1905D - Formation Gleam Rollerball pen



HPMS105J - Set Formation ballpoint pen & Gleam conference folder A5





## GLEAM

———— Gleam is a new travel line gathering cabin luggages and conference folders. Impeccably tailored in a dark grey grained texture and featuring a distinctive soft black signature plate, these travel companions are the perfect fit for any journey.



HTA105J - Gleam Conference folder zip A4



HTM105J - Gleam Conference folder A5



HTT105J - Gleam Trolley

HTU105J - Gleam Trolley with laptop compartment



## CONTOUR

Enhanced by their light, balanced frames, the Contour writing instruments are all about contrast. The classic look of their slightly rounded silhouette is offset by the sleek shape and contemporary choice of materials. An unexpected pinstripe engraving adds sartorial interest to the bodies of these instruments and is echoed as a decorative feature on the caps.



HSH0052A - Contour Black Fountain pen



HSH0052N - Contour Navy Fountain pen



HSH0054A - Contour Black Ballpoint pen



HSH0054N - Contour Navy Ballpoint pen



HSH0055A - Contour Black Rollerball pen



HSH0055N - Contour Navy Rollerball pen



HPBP005A - Set Contour fountain pen & Contour ballpoint pen



HPBR005N - Set Contour ballpoint pen & Contour rollerball pen

The Contour pen line is made of brass. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).



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## BLAZE

———— The Blaze line is the embodiment of balance. Its perfectly proportioned silhouette makes for the most enjoyable writing experience. The engraved pattern, inspired by pinstriped designs, is modernized with matte gunmetal plating. The understated ring details, with their contrasting shiny and matte surfaces, add a subtle nod to art-deco architecture as a finishing touch.



HDF004A - Executive Black Folder A4



HDM004A - Executive Black Folder A5



HSV0902D - Blaze Gun Fountain pen



HSV0904D - Blaze Gun Ballpoint pen



HSV0905D - Blaze Gun Rollerball pen



HPMB090D - Set Executive folder A5 & Blaze ballpoint pen



## GEAR

———— The Gear line was originally inspired by the concept of high performance, built on an aerodynamic shape with a resolutely active feel. Its perfectly balanced frame is crafted in shiny contrasted metal finishes from a luminous chrome to a bright dark chrome for a versatile and timeless tone.



HSN9672B - Gear Metal Chrome Fountain pen



HSN9672D - Gear Metal Dark Chrome Fountain pen



HSN9674B - Gear Metal Chrome Ballpoint pen



HSN9674D - Gear Metal Dark Chrome Ballpoint pen



HSN9675B - Gear Metal Chrome Rollerball pen



HSN9675D - Gear Metal Dark Chrome Rollerball pen



HPBR967B - Set Gear ballpoint pen & Gear rollerball pen



HPBP967D - Set Gear fountain pen & Gear ballpoint pen

The Gear pen line is made of brass. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).





HSY0562A - Essential Glare Black Fountain pen



HSY0564A - Essential Glare Black Ballpoint pen



HSY0565A - Essential Glare Black Rollerball pen



HPBM105J - Set Essential ballpoint pen & Gleam conference folder A5

The Essential pen line is made of brass. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).



## ICON

———— The Icon line exudes timeless elegance. With refined details and understated brilliance, these items are made in a glossy black texture with shiny chrome trims or almost monochromatic with dark grey tones for a sophisticated take on a minimalist look.



HAK004B - Executive Chrome Key ring



HAK004D - Executive Gun Key ring



HSN5012 - Icon Fountain pen



HSN0014A - Icon Black Ballpoint pen



HSN5015 - Icon Rollerball pen



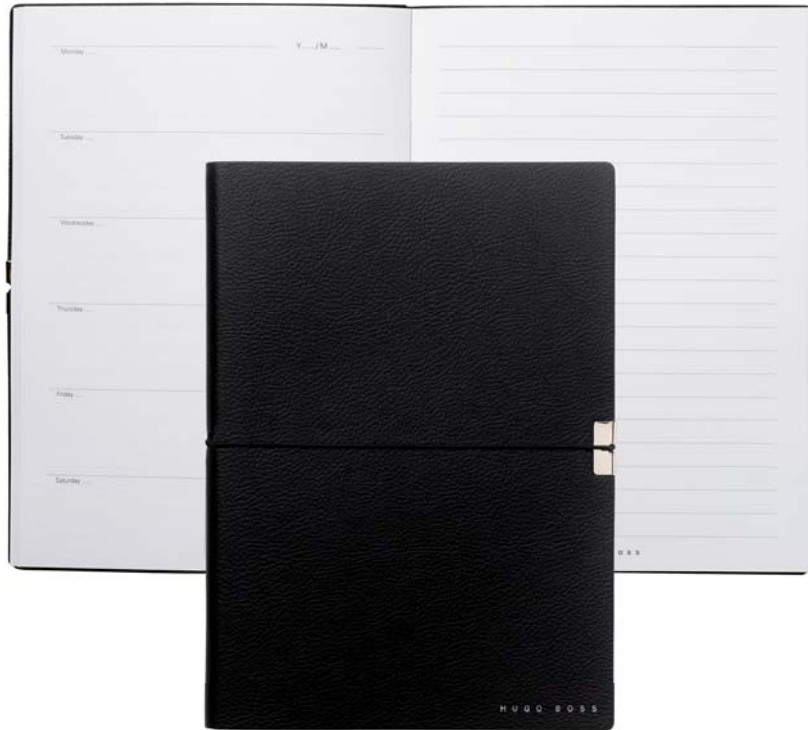
HPBS004B - Set Executive key ring & Icon ballpoint pen



HPPR501 - Set Icon fountain pen & Icon rollerball pen

The Executive keyring line is made of genuine leather and stainless steel. Keyrings are delivered in a HUGO BOSS gift box (HBA500).

The Icon pen line is made of brass. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).



HNH956A - Storyline Agenda A5



HNM956A - Storyline Agenda A6



HSN0012J - Icon Grey Fountain pen



HSN0014J - Icon Grey Ballpoint pen



HSN0015J - Icon Grey Rollerball pen



HPHR001J - Set Storyline agenda A5 & Icon rollerball pen



## TRADITION

—— Tradition is a line of writing accessories crafted in a fine, textured leather. The iconic Pure pen is offered in a leather version for this line, with each barrel delicately assembled and wrapped in the luxurious material, giving it a timeless look and allowing for beautiful gift-set pairings.



HSL9042A - Pure Tradition Black Fountain pen



HSL9044A - Pure Tradition Black Ballpoint pen



HSL9045A - Pure Tradition Black Rollerball pen



HPKS804A - Set Tradition key ring & Pure fountain pen



HLC010A - Tradition Black Card holder

HAK804A - Tradition Black Key ring



HPBCK010A - Set Tradition key ring & Tradition card holder & Pure ballpoint pen

The Pure Tradition pen line is made of brass and genuine leather. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).

The Tradition accessories line is made of genuine leather. Keyrings are delivered in a HUGO BOSS gift box (HBA500). Cardholders are delivered in a HUGO BOSS gift box (HBP500).



HLH804A - Tradition Black Conference folder A5



HPHB804A - Set Tradition conference folder A5 & Pure ballpoint pen



HLX804A - Tradition Black Zipped pen pouch



HPBRX904A - Set Tradition zipped pen pouch & Pure ballpoint pen & Pure rollerball pen

The Tradition writing accessories line is made of genuine leather. Conference folders are delivered in a HUGO BOSS gift box (HBL500). Pen pouches are delivered in a HUGO BOSS nylon bag.



## PURE

———— The Pure line with its tapered yet aerodynamic silhouette redefines modern lines with structural simplicity. These writing pieces are mixing technical precision and intricate graphic pattern for a tactile writing experience at the intersection of function and design.





HSY6832 - Pure Black Fountain pen



HSY6032 - Pure Matte Dark Chrome Fountain pen



HSY5834 - Pure Black Ballpoint pen



HSY6034 - Pure Matte Dark Chrome Ballpoint pen



HSY6835 - Pure Black Rollerball pen



HSY6035 - Pure Matte Dark Chrome Rollerball pen



HPBR683 - Set Pure ballpoint pen & Pure rollerball pen



HPPR603 - Set Pure fountain pen & Pure rollerball pen

The Pure pen line is made of brass. Fountain pens and Ballpoint pens are outfitted with blue ink refill as standard. Rollerball pens are outfitted with black ink refill as standard. Pens are delivered in a HUGO BOSS gift box (HBS500).



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