Hugo Boss's new CEO is now on-board

By Sandra Halliday - June 2, 2021

Hugo Boss's new CEO has officially taken up the role with former Tommy Hilfiger executive Daniel Grieder also joining the German high-end fashion firm's Managing Board.

He said his ambition is to grow Hugo Boss "in a fast but sustainable way and to unlock our brands' full potential in the years to come, together with our teams around the globe".

Grieder has been appointed by the Supervisory Board for a period of five years.

Grieder worked for Tommy Hilfiger for more than 20 years and "was largely responsible for the successful establishment of the brand in the European market". He became its CEO in 2008 and after the integration of the business into the Phillips-Van Heusen (PVH) Corporation, he became CEO and president of Tommy Hilfiger Global and PVH Europe in 2014.

His appointment comes at a time when Hugo Boss is bouncing back from the pandemic that affected demand for one of its core product areas, formalwear. In recent periods it has worked to introduce more casual clothing into its line-up.

It has also been the subject of much speculation lately over the intentions of major shareholder Frasers Group, which has denied that it's to make a full bid for the firm. Reports have also suggested that LVMH could be interested in a Hugo Boss takeover.

By Sandra Halliday

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