

Event SCHEDULE

10 TUESDAY

BUILDING H3 GROUND FLOOR HERAKLION / ATHENS

| | |
|---------------|----------------------------------|
| 08:00 – 08:30 | SHUTTLE FROM MOXY TO HB AG |
| 09:00 – 09:15 | WELCOME & INTRODUCTION |
| 09:15 – 09:30 | UNLOCKING THE NEXT RETAIL ERA |
| 09:30 – 10:00 | SU26 MARKETING ACTIVATIONS |
| 10:00 – 10:30 | BREAK & EXCHANGE |
| 10:30 – 11:00 | BOSS AT A GLANCE |
| 11:00 – 13:30 | PRODUCT DEEP DIVES |
| 13:30 – 14:30 | LUNCH |
| 14:30 – 16:00 | PRODUCT DEEP DIVES |
| 16:00 – 16:30 | BREAK & EXCHANGE |
| 16:30 – 18:00 | PRODUCT DEEP DIVES |
| 18:30 – 20:00 | GET TOGETHER DINNER AT SKY TIMES |
| 20:00 – 20:05 | SHUTTLE FROM AG TO MOXY |

11 WEDNESDAY

BUILDING H3 GROUND FLOOR HERAKLION / ATHENS

| | |
|---------------|-----------------------------|
| 08:00 – 08:30 | SHUTTLE FROM HOTEL TO HB AG |
| 09:00 – 10:30 | PRODUCT DEEP DIVES |
| 10:30 – 11:00 | BREAK & EXCHANGE |
| 11:00 – 13:00 | PRODUCT DEEP DIVES |
| 13:00 – 14:00 | LUNCH |
| 14:00 – 16:00 | PRODUCT DEEP DIVES |
| 16:00 – 16:30 | BREAK & EXCHANGE |
| 16:30 – 18:00 | PRODUCT DEEP DIVES |
| 18:00 – 20:00 | APERÓ AT HUGO BOSS |

12 THURSDAY

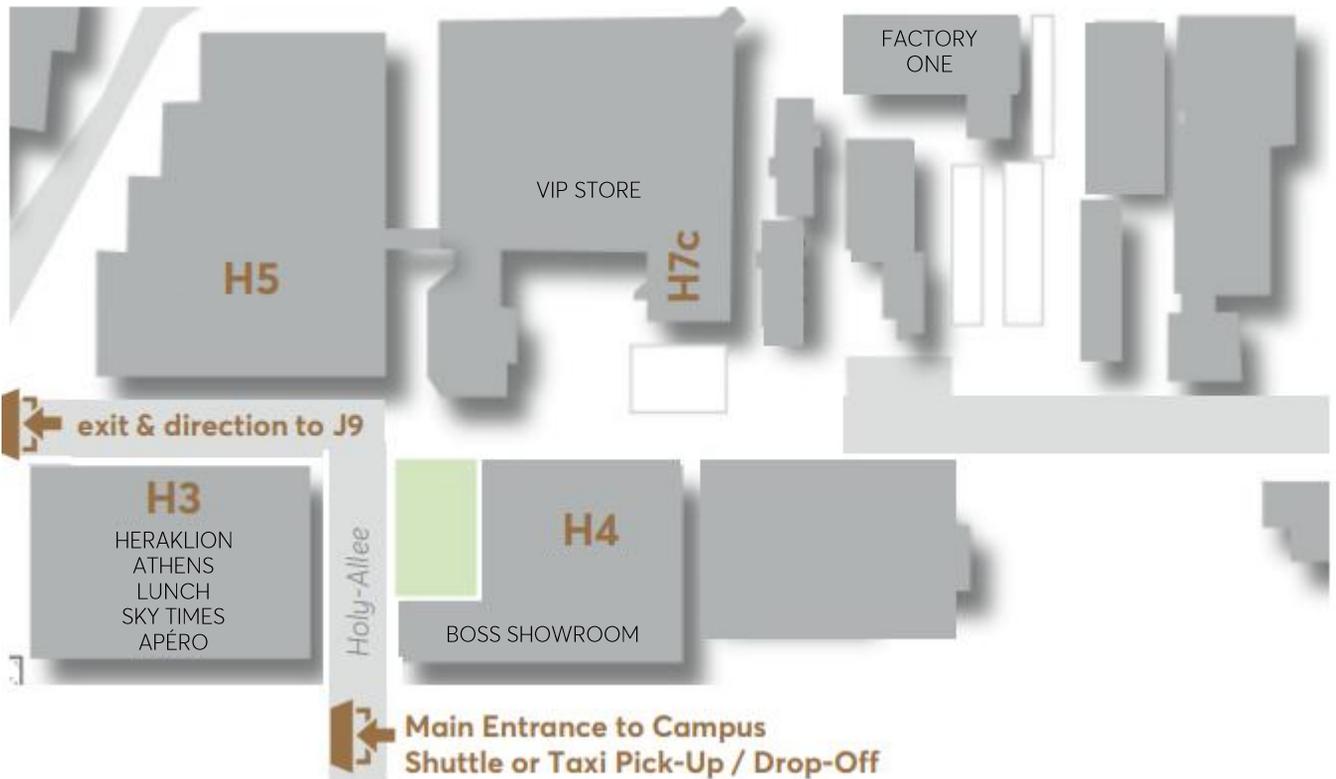
BUILDING H3 GROUND FLOOR HERAKLION / ATHENS

| | |
|---------------|---------------------------------|
| 08:00 – 08:30 | SHUTTLE FROM HOTEL TO HB AG |
| 09:00 – 10:00 | TECHNICAL CENTER TOUR |
| 10:00 – 11:00 | FRAGRANCE |
| 11:00 – 11:30 | BREAK & EXCHANGE |
| 11:30 – 13:30 | MULTIPLIER: EMPOWER THE EXPERTS |
| 13:30 – 14:30 | LUNCH |
| 14:30 – 15:00 | GRADUATION CELEBRATION |
| 15:00 | END & INDIVIDUAL DEPARTURE |



HUGO BOSS

Map CAMPUS



NOTE

Please always use the main entrance to access the HUGO BOSS campus.

HOLY-ALLEE 3, 72555 METZINGEN

You will receive a **QR code** for entry via email prior to the event.