
HUGO BOSS



HUGO BOSS

Writing Instruments & Accessories

2020

Collection 2020 - DISTRIBRANDS

Collection 2020

- **A wide variety of new items :**
 - From entry level price to premium
 - From minimalist to sophisticated designs
 - Add-ons & new versions of our top-seller & iconic lines
- **Important new release :**
 - Small leather goods !!! (card holders only)
 - A new range of colorful speaker matching the GEAR MATRIX line
 - Wireless earphones
 - Other add-ons to the top seller GEAR MATRIX line (Keyrings, notebooks, more writing instrument)
 - A new range of Umbrellas matching the Gear line
 - Manucure set
 - Acrylic pens !
 - Vertical PU folders for lady (can be easily turned into wallets 😊)
- **Type of items in the new lines :**
 - Writing instruments
 - Folders & notebooks & agendas
 - Keyrings

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Collection 2020 – Quick overview of the new collection through the mood shots



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Collection 2020 – Quick overview of the new collection through the mood shots





CONTOUR zipped folder

- Zipped folder
- Mix of Nylon and PU
- New oversized cufflink metal signature with matte finishing



- Two color versions :
 - Black texture and matte gun metal (A4 / A5)
 - Navy blue texture and matte chrome metal (A5)

The Contour zipped folders, with their mix of high-quality technical materials, slightly grained texture and refined matte metal accents, offer exemplary contemporary design. Modern and highly functional, they are the ideal accessory to carry with the Contour writing instruments.

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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.

CONTOUR pens

- Two color versions :
 - Black & gun
 - Navy & Chrome
- Type of item :
 - Ball pen
 - Roller pen
 - Fountain pen
- Mid level price
- Hugo Boss signature at the top
- Mix of pin stripe engravement & soft touch finishing, play with the « dented ring » on the cap.

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EXPLORE pens

- Five color versions :
 - Red
 - Black
 - Blue
 - Grey
 - khaki
- Type of item :
 - Ball pen (in 5 colors)
 - Roller pen (only in grey)
 - Fountain pen (only in grey)
- Entry level price
- New ALUMINIUM finish (2020 touch!)
- Very colorful / young / masculine line
- Logo on the top
- Dented ring detail from the gear line, revisited

The distinctively modern look of the Explore line is defined by its clean shape. The sophisticated brushed surfaces are the result of continuous development of innovative materials and provide the base for a range of subtle yet masculine colors. Refined elements such as black trims and textured rings provide signature HUGO BOSS detail.

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EXPLORE Folders

- classic folder
- PU : mixing soft touch & aluminium like finish
- HUGO BOSS letter signature metal plate
- Contrasted piping
- Generally young & active look

- Two color versions :
 - Grey, dark grey piping and matte gun metal
 - Black, red piping and matte chrome metal



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EXECUTIVE Folders

- Classic folder (A4 & A5)
- Grainy matte PU
- Easy to match across the collection
- Ingenious Strap closing articulated around a bridge version of the new oversized cufflink metal signature :



- Two color versions :
 - Black and matte gun metal (A4 & A5)
 - Grey and matte chrome metal (A5)

Debuting this season, the Executive folders are designed to become instant classics. They are made from soft, large-grained material and enhance by their ingenious yet minimalist closing system, articulated around an elegant matte metal-plated bridge. These essential pieces will match with writing instruments from across the HUGO BOSS range.



EXECUTIVE keyrings

- Two color versions :
 - Black & gun (matt)
 - Black & Chrome (Shiny)



- New mini cufflink signature plate
- All metal in stainless steel
- High quality genuine leather
- A classic item to mix & match across the collection
- Nice set possibilities



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HALO pens

- Three color versions :
 - Gun & matte black
 - Matte Black & matte rosegold
 - Matte Black & shiny chrome
- Type of item :
 - Ball pen
 - Roller pen (only in gun)
 - Fountain pen (only in gun)
- Mid level price
- Nice logo detailing at the top
- Minimal & classic look

The Halo line, with its perfect harmony of sleek contours and technical surfaces, exudes timeless elegance. The refined simplicity and clean aesthetic are enhanced by delicately crafted detailing such as the subtle, intricate logo and oversized ring. These are the quintessential minimalist writing instruments.

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DUAL pens

- Two color versions :
 - Chrome & Black
 - Gun & Navy
- Type of item :
 - Ball pen
 - Roller pen
 - Fountain pen
- Mid level price
- Playing on concept of Dual surface
- Insert of brushed aluminium finish (2020 touch!)
- Logo on the top
- Nice matte & shiny midring

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BLAZE pens

- Color : gun
- Matte pin stripe engraving
- Type of item :
 - Ball pen
 - Roller pen
 - Fountain pen
- Mid level price
- Nice logo detailing on the top

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.



COMPANION Folders

- classic folder : A4 & A5
- High quality genuine saffiano leather
- New Hugo boss metal plate signature
- Contrasted grey inside



Leather

Made of carefully chosen Saffiano textured leather and crafted with great care, the Companion folder is a genuine statement of luxury. Inside, contrasting symmetrical linings create an architectural impression. Adorned by a minimal, elegant signature plate, these lightweight, functional items deliver enduring style. Available in both A5 and A4 sizes.



FUSION (CLASSIC) pens

- Classical & luxurious with a lot of detailing
- Color : Black & chrome
- Type of item :
 - Ball pen
 - Roller pen
 - Fountain pen
- Higher price point
- Nice logo detailing on the top

The Fusion pens have strong and balanced shapes interpreted in a modern way and made precious with intricate detailing. The classic version is a mix of smooth lacquers and elegant chrome accents, while the marbled version features innovative acetate inserts allowing for an alluring yet understated play on texture. Both versions are the result of a constant pursuit of simplicity and uniqueness.



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FUSION (MARBLE) PENS

- Type of item :
 - Ball pen
 - Roller pen
 - Fountain pen
- Higher price range
- Innovative mix of metal and marble like acrylic insert



- All black look, playing with different textures
- Image product with a lot of luxurious detailing (logo on the top etc)

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INDEX pens

- Image piece, used for the campaign



- Color : black with gun trims
- Type of item :
 - Ball pen
 - Roller pen
 - Fountain pen
- Higher price range
- Design is a luxury version of gear with dented ring all-over the cap
- Very well balanced, nice detailing (logo on cap etc)

The Index line of writing instruments brings a refined touch to an industrial aesthetic, an idea that is common across the world of HUGO BOSS. The strong silhouette of these pieces is accentuated by textured, structured caps with gunmetal rings, making these designs true style statements that offer an exclusive and powerful writing experience.

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GEAR MATRIX speakers

- Nomad speaker
- Soft touch finishing matching the gear line
- All design elements are a nod to the gear pen (dented ring, soft touch finish)
- Five color versions :
 - Black
 - Red
 - Yellow
 - Khaki
 - Blue
- 3W / Wireless System / Music – Radio – Call / USB-C / Aux In
- Autonomy : 5hours
- Charging time : 3-4 hours
- Special Packaging
- Nice set possibilities



The Gear line is built on aerodynamic shapes, infusing the range with a dynamic feel. At the core of our collections, it is available in an array of finishes. Its Matrix series, finished in a rainbow of shades, is completed this year with matching accessories, such as these wireless speakers, to create a coordinated, vibrant and modern desk.



GEAR MATRIX keyrings

- Five color versions :
 - Red
 - Black
 - Blue
 - Yellow
 - Khaki
- Perfectly matched to the rest of the line (soft touch color & matte black)
- Perfect to create set
- Stainless steel ring part



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GEAR MATRIX notebooks

- Dotted paper (80 pages)
- Entry level price
- Perfect to create sets
- Five color versions :
 - Red
 - Blue
 - Yellow
 - Khaki
 - black



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GEAR MATRIX earbuds

- Wireless earbuds in a black rounded shape case with engraved ring
- Color : Black
- TWS /USBC/ Musics & Call
- Autonomy : 4 hours
- Special packaging



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GEAR MATRIX pens

- Adding on the matching writing instruments to the best selling gear line
- Entry level price
- Type of item :
 - Fountain pen
 - Roller pen (only in black)

The Gear line is built on aerodynamic shapes, infusing the range with a dynamic feel. At the core of our collections, it is available in an array of finishes. Its Matrix series, finished in a rainbow of shades, is completed this year with matching accessories, such as these wireless speakers, to create a coordinated, vibrant and modern desk.



GEAR BLACK cardholder

- Card holder : brand new in the offer
- Very high quality genuine leather
- Entry price
- Smooth black leather with embossed striped detail and red contrasted piping, hot stamp logo
- Perfectly matched to the original gear pen
- Genuine leather



Leather



The Gear line was originally inspired by the concept of high performance, with elements drawn from HUGO BOSS's distinctive athleisure collection. It's an idea present in the perfectly balanced frame of the writing instruments and also in the newly introduced leather card holder. The red piping and embossed pattern make it the perfect accessory to create beautiful gift sets inspired by active lifestyles.



OUTLINE Folders

- A5 and A4
- Mix of Nylon fabric and soft touch PU
- Innovative elastic closing that brings a colorful touch
- Hugo boss matte black metallic plate as a closing system
- Perfect to match to the Gear Matrix line
- Three color versions :
 - Black material and white elastic (A4 & A5)
 - Black material and black elastic (A5 only)
 - Black material and blue elastic (A5 only)

Where sports meets modern life: every element of the Outline collection feels cutting-edge and innovative, from the textured nylon material to the matte black metal accents. The sleek closing system features elastic which, as a design element, brings a fresh touch of color to these understated and functional folders.

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RIBBON METAL

- 2 color version
 - Matt chrome // black trims
 - Matt gun // rosegold trims
- Mid level price
- Add-on to the top selling ribbon line
- Innovative surfaces
- Type of item :
 - Ball pen
 - Roller pen
 - Fountain pen

The Ribbon shape, with its light and balanced silhouette and unexpected logo placement, was introduced last season and quickly became an essential writing instrument. This year it is reinterpreted in new enticing finishes, from a classical version coated in black lacquer and finished with beautifully contrasting chrome trims to cutting-edge mixes of matte metallic plating.



RIBBON CLASSIC pens

- Black & chrome
- Classic finishing
- Entry level price
- Classical version of top-selling ribbon item
- Type of item :
 - Ball pen
 - Roller pen
 - Fountain pen

The Ribbon shape, with its light and balanced silhouette and unexpected logo placement, was introduced last season and quickly became an essential writing instrument. This year it is reinterpreted in new enticing finishes, from a classical version coated in black lacquer and finished with beautifully contrasting chrome trims to cutting-edge mixes of matte metallic plating.



RIBBON VIVID pens

- Three color versions :
 - Black
 - Blush
 - Grey
- Mid price
- Type of item
 - Ball pen
- Gold color brushed aluminium part (2020 touch)
- Matte lacquer
- Perfect to match with the new vivid line
- Feminine version of top selling ribbon item



The Ribbon shape is also extended this year in decisively feminine finishes. The slender silhouette and the light gold accents of the trims and brushed portion of the cap lend these items a refined and timeless elegance. Available in black, grey or blush.



VIVID zipped long folders

- Textured PU (lizzard like print)
- New art-deco, light gold color signature



- New exclusive zipper puller with logo on the side
- Three color versions :
 - Black
 - Blush
 - Grey
- When the vertical paper insert is removed, it operates as a classical lady wallet with coin, card & note compartments

The Vivid collection is vibrant and feminine. The soft, textured material is enhanced by light gold plated accents, present on the art-deco inspired signature plate, and on the exclusive, subtly branded zipper pullers, bringing an element of warmth to this entire series.



VIVID zipped Folder A5 / A7

- Textured PU (lizzard print)
- New art deco light gold signature



- New exclusive zipper puller with logo on the side



- A5 & A7 format : only in black with light gold trims
- Perfect to create sets

The Vivid collection is vibrant and feminine. The soft, textured material is enhanced by light gold plated accents, present on the art-deco inspired signature plate, and on the exclusive, subtly branded zipper pullers, bringing an element of warmth to this entire series.

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Vivid Agenda

- A5 Dateless Agenda
- PU with lizzard grain
- New art-deco light gold signature
- Black & gold only

The Vivid collection is vibrant and feminine. The soft, textured material is enhanced by light gold plated accents, present on the art-deco inspired signature plate, and on the exclusive, subtly branded zipper pullers, bringing an element of warmth to this entire series.

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ESSENTIAL GLARE

- New version of top selling ESSENTIAL pen
- High density lacquer
- Three color versions :
 - Silver
 - Blue
 - Black // dark grey
- Type of item :
 - Ball pen
 - Roller pen (only in black)
 - Fountain pen (only in black)
- Mid level price

The Essential line of pens has been central to the HUGO BOSS writing collection since its launch and returns this year with these highly contemporary new textural versions. The diamond-cut engraving is covered in multiple layers of fine high-density lacquer. The result is a smooth, sleek surface with a polished finish.

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ESSENTIAL PINSTRIPE pens

- New version of top selling essential pen
- Pinstripes print & gun trims
- Idea of pinstripe comes from HUGO BOSS suits

- Type of item :
 - Ball pen
 - Roller pen (only in grey)
 - Fountain pen (only in grey)
- Entry / Mid level price

The Essential pen is reinterpreted this year in this pinstripe-printed, dark, masculine version, referencing HUGO BOSS's background in fine tailoring. With its timeless shape, this elegant and elevated new version speaks of a desire for excellence.

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The Icon line exudes timeless elegance. Its classic shape and sophisticated details this year in exclusive dark grey tones. With refined details and understated brilliance, the item is made almost monochromatic by its dark chrome trims, completing a sophisticated take on a minimalist look.

ICON pens

- New color of our top selling item
- Grey & gun
- Type of item :
 - Ball pen
 - Roller pen
 - Fountain pen
- Also new this year : Icon black ball point
- Entry level price

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PURE CLOUD BLUE pens

- Very new in our offer : acrylic pen !!
- On our iconic PURE shape
- Very light to use !!!
- two color version :
 - Blue tortoise with black trims
 - Black & chroms
- Type of item :
 - Ball pen
 - Roller pen
 - Fountain pen
- Higher price range

The Pure line, with its tapered, aerodynamic silhouette, exemplifies sleek, modern lines with its structural simplicity. This year, its entire case has been crafted in a material completely new to our range: a very light and highly resistant acetate. This innovation gives an extra lightweight quality to this signature item, allowing for an optimized, almost airy, writing experience.



PURE CLOUD keyring

- Acrylic & stainless steel
- Black & chrome
- Entry level price
- Nice set possibilities





TRADITION BLACK cardholder

- Card holder : brand new in offer
- Top quality textured genuine leather
- Mini version of the cufflink signature (stainless steel)
- Black with chrome signature
- Nice set possibilities



Leather



Tradition is a line of accessories crafted in a fine, textured leather. The smart black hue and metal accents mix the classic with the modern giving this cardholder a timeless look and allowing for beautiful gift-set pairings.



STORYLINE cardholders

- Card holder (new in offer)
- Genuine leather
- **Five color versions (one for each iconic storyline pen):**
 - Black
 - Light Grey
 - Burgundy
 - Dark blue
 - Dark Grey
- Nice set possibilities



Leather

Each element of the Storyline collection createin an understated, vibrant palette of colors and has been designed with the idea of functional minimalism in mind. An assuredly refined touch lends this collection a touch of modernity and beautifully crafted workmanship.



GEAR pocket umbrellas

- Perfectly assorted to GEAR line, with dented ring detailing
- Bicolor canopy
- Soft touch handle with electroplated detailing
- Four color versions :
 - Navy with bright blue & gun
 - Khaki with matte black details
 - Black with gun & grey details
 - Black with chrome & red details (original gear)
- Automatic opening
- Logo on all zippers



GEAR city umbrella

- Black // grey & gun only
- Automatic opening
- Engraved Logo and striped ring signature
- Logo on puller





STORYLINE Manicure set

▪ **Black grained PU zipped pouch**

▪ **Tools in stainless steel :**

- Cuticle Pusher
- Nail File
- Ear Pick
- Dead skin fork
- Tweezer
- Nail clipper
- Scissors

• **HUGO BOSS signature plate**

• **HUGO BOSS signature Puller**

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Collection 2020 - A lot of sets possibilities

