

## FAQ // HUGO BOSS XP Loyalty Program

Effective September 3, 2025

If you cannot find your answer below our Customer Service center will be happy to assist you 24 hours a day, 7 days a week at 1-800-HUGOBOSS (1-800-484-6267), or e-mail us at [service-us@hugoboss.com](mailto:service-us@hugoboss.com)

What is HUGO BOSS XP? HUGO BOSS XP is our new loyalty program, designed to provide you with access to special benefits, money-can't-buy experiences and exclusive products.

Why should I join HUGO BOSS XP? By joining HUGO BOSS XP, you can access a range of exclusive benefits, such as early access to sales, member discounts, and complimentary alterations. Engage with BOSS and HUGO to ascend the program's levels and unlock even more, and greater, benefits. As you progress, you will collect digital tokens which can be redeemed for rewards, such as member-only products and money-can't-buy experiences.

### **How can I join HUGO BOSS XP?**

If you are **already a member of the legacy HUGO BOSS EXPERIENCE Program**, you will automatically be enrolled in HUGO BOSS XP.

**New members** can register online by creating an account on [www.hugoboss.com/us](http://www.hugoboss.com/us) or in the HUGO BOSS app after downloading it from the Apple Store or Google Play Store.

You can also **register at participating BOSS or HUGO Stores**.

Once registered, we recommend downloading the HUGO BOSS app to enjoy the full experience of HUGO BOSS XP.

Can I join HUGO BOSS XP if I am visiting the US? Yes, but please note that the US HUGO BOSS XP program is only for eligible US purchases and the US HUGO BOSS XP membership cannot be transferred to other HUGO BOSS XP programs. All US XP members will be subject to our [US HUGO BOSS XP Terms and Conditions](#) and our [US HUGO BOSS Privacy Policy](#).

Do BOSS or HUGO purchases made in other countries earn me HUGO BOSS XP points and contribute towards my level progress? No, we do not cross honor status in other countries or cross honor purchases or promotions.

### **I am already a HUGO BOSS EXPERIENCE MEMBER.**

Why is my personal information needed to register? We ask for your information to be able to personalize your experience, communicate with you, and grant you access to benefits and rewards. Registration is optional, but if you chose to register, please

see our [HUGO BOSS XP Terms and Conditions](#) and our [Privacy Policy](#) for additional information.

Is there an annual membership fee to join HUGO BOSS XP? There is no annual membership fee.

What should I do if I encounter a problem with my membership or the program? Our customer support team is always ready to assist you. For any issues or enquiries related to your membership, our Customer Service center will be happy to assist you 24 hours a day, 7 days a week at 1-800-HUGOBOSS (1-800-484-6267), or e-mail us at [service-us@hugoboss.com](mailto:service-us@hugoboss.com)

Does HUGO BOSS XP have tiers or levels? Yes, our membership program is structured into four point-based levels, each offering a range of benefits. Please see the tier levels and benefits [here](#).

I am already a HUGO BOSS EXPERIENCE MEMBER. What status will I have as a HUGO BOSS XP member? At the launch of the program, you will be assigned points and a member level based on your eligible purchase history over the past 12 months.

How do I progress from one level to the next? Accumulate points to level up and advance your membership status. Points represent the value of your transactions with HUGO and BOSS (for example, \$1 = 1 point excluding taxes and shipping). The more you spend, the sooner you will unlock the next level. Level 1 requires you to earn 1-749 points. Level 2 750 – 2,499 points. Level 3 requires 2,500 – 7,499 points. Level 4 7,500 points and above.

Are BOSS XP and HUGO XP two different programs? HUGO BOSS XP members can earn points through eligible HUGO purchases (HUGO XP) and through eligible BOSS purchases (BOSS XP).

Will I lose my status if I don't shop at BOSS or HUGO for a while? Yes, we reevaluate status annually. Any points earned (credited to your account) from January 1<sup>st</sup> – December 31<sup>st</sup> will count towards your status for the following calendar year. For example, if you earned 7,500 points from January 1, 2026 - December 31, 2026 you will retain your Level 4 status through December 31, 2027. Please note that pending points will not count towards status until they are no longer pending (see FAQ below).

Do my earned points expire? Unless otherwise stated in the corresponding promotion or Token T & C's points expire one year from the date they were issued.

Why are my points marked as "pending"? After a transaction, the corresponding points remain pending for the duration of the return period, which is 30 days or longer, depending on extended return policies. Shortly after the return period expires, pending points are added to your total point balance.

Can I redeem my points? Points are non-redeemable. Points are currently used only for level qualification. Discover all benefits available at your level here:  
<https://www.hugoboss.com/us/hugoboss-xp/>

Do paid alterations count towards my member level progression? At present, we do not assign points for paid alterations.

What are the benefits and rewards available to members? Explore all benefits and rewards here:  
<https://www.hugoboss.com/us/hugoboss-xp/>

Where do I see my current membership status and benefits? To view your current level, please download the HUGO BOSS APP from the Apple Store or Google Play Store. If you have e-mail communications turned on we will also send you an email when you “level up”.

What are tokens? In the HUGO BOSS XP Program, tokens are digital collectibles. Tokens may be associated with achieving goals or a reward such as money-can't-buy products, experiences, vouchers, and more. Tokens are earned by engaging with the BOSS or HUGO brands in a particular way.

How can I earn a token? You can collect and unlock BOSS XP and HUGO XP tokens by engaging with BOSS and HUGO, for example, via store visits and product purchases. Your tokens and their status can be found in the HUGO BOSS APP. Each token will have separate rules and conditions.

Are my tokens tradeable? Currently, BOSS and HUGO XP tokens are not tradable, are not transferable and have no cash value have no value. They are intended solely for use as part of the HUGO BOSS XP membership experience while you are a member. If you delete your membership account, you will no longer have access to the tokens.