

Press Information

Jamiroquai front man Jay Kay and HUGO launch exclusive "JK for HUGO" collection

Metzingen, July 2006. Jay Kay, the front man of the British band Jamiroquai - whose numerous hits including "Return of the Space Cowboy" and "Cosmic Girl" have written musical history worldwide - has designed the 15-piece limited edition "JK for HUGO" in conjunction with HUGO Creative Director Volker Kächele.

Having already garnered several awards for style, Jay Kay has long dreamed of launching his own fashion collection. He has now found the ideal partner in HUGO, a brand with a unique fashion statement that stands for a progressive lifestyle - and a brand Kay himself prefers both on- and offstage.

The collection adapts the singer's favorite pieces. The biker-style leather jackets, racing gloves, slimline shirts, boot-cut pants like those he wears when performing, laid-back jersey and knit models, and a functional weekender bag all reflect his own personal life and style.

"My life revolves around music, travel and fast cars. The outfits I've now designed together with HUGO are ideal for this. I like clothes made of great materials that are simple but still super-stylish," Jay Kay says of his first fashion collection.

The color spectrum mixes and matches a range of purples, apple and grass green with stone gray, black and white. Particular importance was attached to exclusive materials like perforated leather and suede, and to details like



pipings and color-contrast stitching. The "JK for HUGO" symbol features in the form of zippers, embroidery, appliqués or buttons on each piece.

Starting in November 2006, the collection will be available in limited quantities at select HUGO and HUGO BOSS stores worldwide, including the venues in Berlin, Stockholm, London, Paris, Tokyo, Shanghai, Los Angeles, New York and Moscow.

The next installment of the exclusive "JK for HUGO" collaboration is already planned for summer of 2007.

Should you have any questions, please contact:

Christine Sticken
Fashion PR

Phone: +49 (0)7123 94-2228

Fax: +49 (0)7123 94-2051

E-Mail: Christine_Sticken@hugoboss.com