



PT Fashindo Selaras Indonesia Ritel
Gedung Sahid Sudirman Center Lt 28,
Jln. Jend. Sudirman Kav. 86, Jakarta 10220 Indonesia
Phone: +62-21 8064 8498 | Fax: 62-21 574 6786

PRESS RELEASE

For Immediate Release

BOSS UNVEILS A NEW CHAPTER OF LUXURY: THE OPENING OF BOSS PLAZA INDONESIA FLAGSHIP STORE

Jakarta, 6 March 2024 - BOSS in Indonesia is now managed by PT. Fashindo Selaras Indonesia Ritel, a joint venture company established by PT Mitra Adiperkasa Tbk (MAP), the leading multi-channel branded commerce retailer in Indonesia and PT Kanmo Retailindo (KANMO), leading retail brands from around the world, operating across retail, wholesale, online, and travel retail channels in Indonesia.

The new flagship store in Plaza Indonesia embraces the brand's new store concept with the BOSS visual identity seamlessly woven into the store's architecture with warm, residential materials paired with black, high-gloss surfaces and cleverly matched with white for a balanced look and feel. The overall design emphasizes the brand's bold, contemporary visual approach and strategy to transform points of sale into brand experiences.

With a focus on customer experience, the store aims to provide customers with wide seating areas and a dedicated service counter, inviting customers to embrace the BOSS hospitality by relaxing, enjoying a drink, and be inspired. Furthermore, a dedicated Style Guide service facilitated by Sales Assistants, will enhance the shopping journey by offering personalized assistance on product information, materials, fits, sizes, and creative mix-and-match options to elevate the overall shopping experience for clients and their customers.

Customers will be introduced to the Spring Summer 2024 collection, primarily showcasing a diverse range of menswear, including daily wear, sportswear, and suits. The collection extends to encompass footwear and accessories suitable for various occasions.

ABOUT PT. FASHINDO SELARAS INDONESIA RETAIL (PT. FSIR)

PT. Fashindo Selaras Indonesia Retail (PT. FSIR) is a joint venture company established by two prominent Indonesian retailers, PT Mitra Adiperkasa Tbk (MAP) and PT Kanmo Retailindo (KANMO). Its purpose is to oversee the retail operations of BOSS in Indonesia. This collaboration reflects the strategic efforts of both companies in the Indonesian retail market.



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ABOUT BOSS

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kids wear complete the brand. The world of BOSS can be experienced in over 400 own stores worldwide. BOSS is the core brand of HUGO BOSS, one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 132 countries at around 7,400 points of sale and online in 70 countries via hugoboss.com.

For more information, please contact:

Septiana Putra | Marketing Manager BOSS Indonesia
T: +62 812 9909 5770 | E: septiana.putra@map.co.id