



Press Release

HUGO BOSS continues with #BOSSTOGETHERSG Campaign in support of #savefnbsg

#BOSSTOGETHERSG is a series of gastronomical collaborations with different local Food & Beverage (F&B) partners in support of the local businesses and the community during this period.

Each partnership will feature a BOSS Exclusive menu that will be available for order through the F&B partner's platform for a limited period of time. 10% of the proceeds from this menu will be donated to The Food Bank Singapore, co-funded between BOSS and the F&B partner.

The third collaboration sees a partnership between BOSS with Chef Willin Low, who has been named by the New York Times as one of three chefs in Singapore who were "reinventing the city's traditional food culture" and also chosen by the Financial Times as one of Singapore's best chefs.

This partnership will see an exclusive popup of Wild Rocket at Roketto Izakaya from 1 – 31 August in conjunction with Singapore's National Day. The 8-Course menu consists of familiar traditional favorites like Laksa, Satay and Soon Kueh with a modern twist.

As a celebration of the initiative, customers will receive a \$50 BOSS Voucher with every order of this menu during this period. The menu is \$150++ per person.

"We know that this period is extremely challenging for everyone and we would like to do our part to support local businesses as much as we can also the community through The Food Bank Singapore. With this initiative, we hope that we can encourage people to pay it forward as we all continue to do our little part to support #savefnbsg and the economy." says Steven Lam, Managing Director of HUGO BOSS South East Asia Pte Ltd.

"I have recently been very encouraged by all the different collaborations. Collaborations between businesses and even industries (like HUGO BOSS and us) coming together to support each other in new creative ways and to celebrate the human spirit. The spirit to



restore as much normalcy as possible given the circumstances. To celebrate little things we used to take for granted. Whether it is to share a meal together, send care packs to each other or even shopping. I am super excited to be able to partner HUGO BOSS to celebrate that same human spirit amidst our national day! Majulah Singapura!" says Low Willin, Chef Owner of Wild Rocket Group.

@boss

@Rokettolzakaya

@willcookwilleat

#BOSSTOGETHERSG

#WildRocketSG

If you have any questions, please contact:

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About HUGO BOSS

HUGO BOSS is a global leader in the upper premium apparel market. The German Group develops and sells high-quality fashions and accessories for women and men under its BOSS and HUGO brands. Its products range from classic contemporary apparel, elegant evening fashions and casualwear through to shoes, leather accessories and licensed products including fragrances, eyewear and watches.



About Wild Rocket Popup at Roketto Izakaya

Wild Rocket at Mount Emily shut in 2018 after an exciting run of 13 years as the government indicated they were looking to take back the state land which was our open air carpark where the restaurant was situated. This gave us the opportunity to expand overseas in Japan and Taiwan.

However a part of Wild Rocket continues to live on in our restaurant (Roketto Izakaya at Frasers Tower) with the concept of a "Restaurant within a Restaurant" where the iconic wooden chalice is replicated in front of the open kitchen. Every so often we will do a Wild Rocket Popup serving our signature Omakase dinners to small groups of guests.

About The Food Bank Singapore Ltd

Established in 2012, The Food Bank Singapore (www.foodbank.sg) is Singapore's first food bank and aims to be the prevailing centralised coordinating organisation for all food donations in Singapore. Driven by its mission to eradicate food insecurity of all forms in Singapore by 2025, the registered charity bridges potential donors and member beneficiaries by collecting and redistributing donated food. Its members are registered charity organisations or special organisations with a designated meal programme for low income and underprivileged individuals and families. Through a network of more than 360 such organisations of all sizes, the food bank serves more than 100,000 families and over 300,000 people with all kinds of food – from fresh to cooked.