

HUGO BOSS

FAQ // HUGO BOSS XP (United Kingdom)

Effective May 1, 2026

FIND YOUR ANSWER BELOW OR CALL US

For questions and suggestions about the HUGO BOSS XP Membership Program

Phone: +44 (0) 20 7660 8041

Prices of your telephone provider apply. Monday to Friday 9:00-18:00

Live Chat: Monday to Friday 9:00-18:00

What is HUGO BOSS XP?

HUGO BOSS XP is our new membership program, designed to provide you with evolving 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 be automatically enrolled in HUGO BOSS XP.

New members can register online by creating an account in our website or in the HUGO BOSS app after downloading it from the Apple Store or Google Play Store. You can also register when visiting BOSS or HUGO Stores.

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 UK?

Our new membership program is currently only available to customers who reside in the UK, Germany and France. HUGO BOSS XP will launch in additional countries in the near future.

Do BOSS or HUGO purchases made in other countries earn me HUGO BOSS XP points and contribute towards my level progress?

BOSS and HUGO purchases made in participating HUGO BOSS XP countries will earn you points and contribute to your level progress. Participating countries currently include: UK, Germany, France. Find a list of eligible stores by going to our store locator and selecting the HUGO BOSS XP filter: <https://www.hugoboss.com/uk/stores>

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 purchase history with BOSS and HUGO over the past 12 months.

Are BOSS XP and HUGO XP two different programs?

BOSS XP and HUGO XP are two distinct experiences and part of a single membership program, HUGO BOSS XP. When you register, you join both experiences.

Why is my personal information needed to register?

We ask for your information to be able to personalise your experience, communicate with you, and grant you access to benefits and rewards. Please check our Privacy Policy for more information.

Are there any fees or costs to join HUGO BOSS XP?

No, membership is free.

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, please contact us through our support portal or dedicated helpline.

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. The higher the level, the more – and more exclusive – benefits are offered.

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 purchase history with BOSS and HUGO 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 (1 GBP = 1 point). The more you spend, the sooner you will reach each level's upper threshold and level up. Level 1 requires you to earn 1-499 points. Level 2 requires 500 points. Level 3 requires 2,500 points. Level 4 requires 10,000 points. Levels are brand independent, so transactions with both BOSS and HUGO contribute to your points.

Do my earned points expire?

Points expire two years 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. Once the return period is over, these points are added to your total point balance.

Can I redeem my points?

Points are non-redeemable. These are status points which define your level and the benefits associated. Discover all benefits available at your level here: <https://www.hugoboss.com/uk/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?

Benefits and rewards that are available to HUGO BOSS XP members include (and are not limited to):

- First, early and/or exclusive access to new collections, promotions, product personalisation opportunities, sale previews, and live shopping events.
- Invitations to special store and brand events.
- The opportunity to enter exclusive sweepstakes and win experiences only offered to our members.
- Access to birthday and exclusive member gifts.
- Access to limited-edition and exclusive products available to members only.
- Returns without receipt.
- Cumulative complimentary alterations.
- Personal shopping and styling appointments.

Explore all benefits and rewards here: <https://www.hugoboss.com/uk/hugoboss-xp/>

Where can I see the benefits that I'm eligible for?

At the bottom of the dashboard page, you can open the member benefit detail page and view all benefits per level / the benefits available to you at your current level.

Where do I see my current membership status and benefits?

You can log in to the HUGO BOSS app and review your membership level, points balance, available benefits, and token collection on your membership dashboard.

What are tokens?

In the HUGO BOSS XP Program, tokens are digital collectibles. Each token is associated with 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. Download the app to see which tokens are currently available, and how you can earn these.

How can I earn a token?

You can collect and unlock BOSS XP and HUGO XP tokens by engaging with BOSS and HUGO – via store visits and product purchases. Your tokens and their status can be found in the HUGO BOSS app. Complete the actions required to earn a token and you can then unlock it and virtually explore what it contains. You can then use this token to redeem its reward. Note: keep checking the app, as tokens and their rewards may take a short time to appear once unlocked and claimed.

Now that I unlocked a token, how can I claim my reward?

You can claim your reward after unlocking the corresponding token by performing the actions of each specific token detailed in the token description. Once a token is unlocked, open the HUGO BOSS app, view the respective token and you will be able to redeem your reward by tapping the CLAIM REWARD button.

How do I redeem rewards from tokens I have earned and unlocked?

Unlocked tokens may hold rewards for you to claim. Claiming rewards is easy: simply tap on the unlocked token in your dashboard, and then tap CLAIM REWARD.

What is the technology behind HUGO BOSS XP?

HUGO BOSS XP is powered by Web3 and other cutting-edge technological innovations. At its core, it utilizes blockchain technology—a revolutionary type of database system that enables secure and transparent sharing of information. This means we handle all the complex Web3 technicalities, allowing you to effortlessly enjoy all the perks of our membership program.

What this means for you:

- Enhanced Security and Trust: Thanks to blockchain, you can rest assured that your membership is secure, and your benefits are transparently managed, offering a trustworthy experience.

- Personalised and Exclusive Experiences: Your membership and tokens grant you access to bespoke experiences and offers, curated to match your unique style preferences.

- Simplicity and Ease of Use: We take care of all the blockchain technology intricacies, so you can seamlessly enjoy all the membership benefits without needing to navigate any technical hurdles.

- Innovative Engagement: Join a community of fashion enthusiasts who, like you, appreciate the blend of the latest technology with the luxury of world-class fashion offered by our brands BOSS and HUGO.

In essence, HUGO BOSS XP is designed to enhance your connection with our brands through a secure, personalized, and innovative loyalty experience.

Are my tokens tradeable?

Currently, BOSS and HUGO XP tokens are not tradable on secondary marketplaces. They are intended for personal use to enhance your membership experience. This may change in the future.

Do I need a wallet to manage my tokens?

Yes, Web3 wallets are needed to securely manage tokens. Your wallet was created for you by HUGO BOSS at the time you created your account. When you earn a new token, it is automatically sent and transferred to your membership account and becomes visible on your app.

Does HUGO BOSS store any personal information on the blockchain?

No, we prioritise your privacy. HUGO BOSS does not store any personal information on the blockchain. All member IDs and tokens are managed with privacy and security as our top priority.

Will I lose my status if I don't shop at BOSS or HUGO for a while?

Once you have achieved a level, you will remain at that level for two years, ascending to a higher level if you earn enough points to do so. You need to earn (a certain amount of) points to remain at any given level. If you do not earn enough points required to maintain your level within this two year period, you will be downgraded to a lower level.

How long are my points valid?

Loyalty points are valid for two years from the date of purchase.

What happens when my points expire?

If, after points have expired, you drop below the required threshold, you will be downgraded to a lower level at the end of the month. Your new level will be visible in the app immediately, provided no further purchases are made that would enable you to regain your level status.

How long will I retain my new level status?

You will retain this new level for two years. If you earn points to qualify for a higher level during this period, you will be upgraded accordingly, retaining your new level for two years from the date it was first reached.

Is my free Express Shipping voucher still valid after the downgrade from Level 3 or 4?

The free Express Shipping voucher (Level 3 & 4) remains valid, even after a level downgrade.

Are my level-related tokens still valid after the downgrade?

Level-linked tokens that you have already received remain valid after a level downgrade.

As a Level 1 customer, can I also be downgraded?

No, Level 1 members will not be downgraded.