



## Accurate color measurement with Datacolor® Benchmark Spectrophotometer

HUGO BOSS' "Create Your Look" modular mix & match system enables different cuts, styles and sizes to be combined without compromising on fit and quality. The particular challenge with mix & match styles is that every bolt of fabric must exactly match the quality and color of every other bolt of fabric.

To ensure this level of color consistency, HUGO BOSS has developed a color evaluation procedure based on numerical color tolerances. The process begins with a 12x12cm standard that is used as a color reference for each bolt. A visual acceptability tolerance is first established in a light booth by evaluating a range of samples under various lighting conditions.

### Key benefits:

- Ensure brand quality with standards that can be communicated digitally
- Greater efficiency with at least 25% reduction in measurement time (compared to the Datacolor 600)
- Simplified operation, no profiling required with inter-instrument agreement right out-of-the-box
- Fully backward compatible with the existing fleet of instruments

Each color standard and sample is then measured with a Spectrophotometer and strict tolerances for dL, da and db are set for each color standard. The HUGO BOSS lab in Metzingen currently uses the Datacolor 800 Spectrophotometer to develop these numerical color tolerances.



*HUGO BOSS Headquarters in Metzingen*

The excellent inter-instrument agreement of the Datacolor 800 enables suppliers to then objectively assess whether their samples are within the specified tolerances, eliminating the need for the subjective visual evaluation.

This has resulted in significant time savings as there is no longer any need for HUGO BOSS colorists to also visually assess samples that have already been instrumentally evaluated by suppliers. Debating the appearance of a color using subjective perception is now a thing of the past.



HUGO BOSS, as well as other well-known brands, requires rigorous color agreement between all instruments in their supply chain. This can only be achieved with a true close-tolerance spectrophotometer such as the DC800 which delivers best-in-class precision, accuracy and fleet compatibility across their supply chain.

HUGO BOSS has been successfully using Datacolor products since 2008. Given the success of the digital color quality control program – supported by the ease of use and user-friendly design of the Datacolor 800 Spectrophotometer – HUGO BOSS's priority is to expand its use into other areas.

### About Datacolor

Datacolor, a global leader in color management solutions, provides software, instruments and services to assure accurate color for materials, products and images. The world's leading brands, manufacturers and creative professionals have been using Datacolor's innovative solutions to achieve the right color for more than 45 years. The company markets its products, services and support services in over 100 countries throughout Europe, the Americas and Asia. Industries served include textile and apparel, paint and coatings, automotive, plastics, photography and design.

More information about Datacolor is available at [datacolor.com](http://datacolor.com).

### About HUGO BOSS

HUGO BOSS is one of the market leaders in the upper premium segment of the global apparel market. It focuses on developing and marketing of premium fashion and accessories for men and women. Headquartered in Metzingen, the company generated with almost 14,000 employees net sales of EUR 2.7 billion in fiscal year 2016. HUGO BOSS products can be bought at around 6,600 wholesale points of sale. Including its own freestanding stores, the Group has 7,700 points of sale. Customers from a total of 11 countries – Germany, Great Britain, France, Spain, Italy, the Netherlands, Belgium, Austria, Switzerland, the U.S. and China – are able to order articles via the online store.

More information about HUGO BOSS is available at [hugoboss.com](http://hugoboss.com).

*„Finally, no more discussions about color appearance based on subjective perception.“ explains Anja Sick, Senior Technical Operations Laboratory, Product Division Clothing at HUGO BOSS. “Moreover, HUGO BOSS is saving time and money by not having to dispatch color samples.”*