C/2026/3740

13.7.2026

Prior notification of a concentration

(Case M.12514 – FRASERS / HUGO BOSS)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2026/3740)

1. On 2 July 2026, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— Frasers Group plc ('Frasers', United Kingdom), controlled by Mr Mike Ashley,

— HUGO BOSS AG ('Hugo Boss', Germany).

Frasers will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Hugo Boss.

The concentration is accomplished by way of public bid announced on 10 June 2026.

2. The business activities of the undertakings concerned are the following:

— Frasers is active in the wholesale and retail sale of (i) general sports and fitness goods, (ii) premium lifestyle products, and (iii) luxury products.

— Hugo Boss is a fashion and lifestyle company that is publicly traded on the Frankfurt Stock Exchange. It is active in the premium segment, offering high-quality women and men's apparel, shoes, and accessories.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

Pursuant to the Commission Notice on a simplified treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings ([2]) it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

4. The Commission invites interested third parties to submit their possible observations on the proposed concentration to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.12514 – FRASERS / HUGO BOSS

Observations can be sent to the Commission by email or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 160, 5.5.2023, p. 1.