

HUGO BOSS

Digital Transformation

Executive Presentation Design | Manhattan Associates Exchange Europe 2025

Before We Begin...

If you've just watched the presentation, you've already seen the finished product.

This Project Commentary takes you behind the scenes to explore the thinking, collaboration, and creative decisions that shaped the final presentation. Every project is different, but my approach remains the same: understand the business, understand the audience, and create a presentation that helps people communicate with confidence.

At a Glance

Client	HUGO BOSS in partnership with Manhattan Associates
Role	Executive Presentation Designer
Presentation	Customer Success Story
Event	Manhattan Associates Exchange Europe 2025
Audience	Retail executives, supply chain leaders, customers, and industry professionals
Presentation Format	Ultra-wide conference presentation (approximately 100' x 20')
Responsibilities	Executive Collaboration Story Development Presentation Design Creative Direction Animation Brand Integration
Creative Tools	Microsoft PowerPoint Adobe Photoshop Adobe Illustrator

Overview

When I begin a project, my first priority isn't designing slides - it's understanding why the presentation exists.

For HUGO BOSS, the goal was to tell the story of a company transforming its retail and supply chain operations while maintaining the premium customer experience that defines the brand. The presentation needed to communicate a significant technology transformation, but more importantly, it needed to explain why those changes mattered to the business and its customers.

Before opening PowerPoint, I spent time learning how HUGO BOSS communicates as a global brand. I wanted the finished presentation to feel authentic - as though it had been created from within the organization rather than by an outside designer.

Challenge

One of the biggest challenges was translating a highly technical subject into a story that executives could easily follow.

Topics such as cloud architecture, order management, fulfillment, APIs, and digital transformation can quickly become overwhelming when presented as technical diagrams or process maps. The challenge was finding the right balance between business strategy and technical detail, allowing the audience to understand the bigger picture without oversimplifying the content.

The presentation also had to perform on an ultra-wide conference screen in front of a large audience, where clarity, pacing, and readability become just as important as visual design.

Solution

Every design decision started with the brand.

I immersed myself in HUGO BOSS marketing materials, photography, typography, presentations, and visual standards to understand not only how the company looks, but how it communicates. That research helped establish a visual language that felt consistent with the brand while supporting Manhattan Associates' role in the story.

Working closely with project stakeholders, I organized complex information into a logical narrative that gradually built from business challenges to business outcomes. Rather than overwhelming the audience with technical detail, the presentation focused on helping executives understand the strategy behind the transformation.

Animation was used selectively to guide attention, reveal information naturally, and support the presenter instead of distracting from the message.

Creative Execution

One of the most rewarding aspects of this project was discovering how much can be accomplished through restraint.

Luxury brands rarely rely on excess, and I wanted the presentation to reflect that same philosophy. Every image, transition, and animation was intentional. Nothing was included simply because PowerPoint made it possible.

Designing for an ultra-wide conference environment required constant consideration of scale. Elements that look balanced on a desktop monitor often behave very differently across a screen spanning nearly one hundred feet. Every slide was evaluated for readability, pacing, and visual balance from the perspective of someone seated in the audience.

Throughout the project, my goal remained simple: create a presentation that felt polished enough to represent HUGO BOSS while allowing the speaker - not the slides - to remain the focus.

Impact

Projects like this remind me that presentation design is about far more than creating attractive slides.

When a presentation reflects the client's brand, supports the speaker, and communicates complex ideas with clarity, it becomes an extension of the organization rather than just another visual aid.

That's what I strive for on every project - creating presentations that help people communicate confidently while staying true to the voice of the company they represent.

Key Takeaways

- Learned and applied the HUGO BOSS visual language to create a presentation that felt authentic to the brand.
- Simplified a complex digital transformation story into a clear executive narrative.
- Partnered closely with stakeholders to align business strategy with presentation structure.
- Designed for a large-scale conference environment while maintaining clarity and visual consistency.
- Used purposeful animation and pacing to reinforce the speaker's message rather than compete with it.
- Delivered a presentation that balanced business strategy, technical information, and brand identity.

Project Reflection

One of the things I enjoy most about presentation design is learning how every organization communicates.

Every company has its own personality, culture, and way of telling its story. My role isn't to bring my own design style to every project - it's to understand the client's voice well enough that the presentation feels like a natural extension of their brand.

Working on HUGO BOSS reinforced that belief. The strongest presentations begin by understanding the people, the message, and the business behind them.