



Press Release

## **BOSS Individuals**

Milan, September 22, 2019. Style is instantly recognizable, yet indefinable. For Spring/Summer 2020, BOSS travels from New York to the Italian fashion capital of Milan, where our shared passions for craftsmanship and personal expression through style come together in a new collection: BOSS Individuals.

With a transatlantic viewpoint, the new collection reveals the many facets of the BOSS man and woman: combined in ways that are both uniquely personal, and unmistakably BOSS. The brand's signature sophistication is redefined, reflecting a new attitude to dressing as we enter a new decade – one that puts the power of the individual at its center.

As we begin a new chapter in Italy, a slice of the Big Apple remains with us. The city serves as a point of inspiration, with the collection's designs influenced by its iconic skyscrapers, waterside location and, of course, its people.

Suits are eased and sportswear is dressed up, opening new possibilities for styling. True to BOSS heritage, tailoring is clean and sophisticated, but with a lighter touch, while sportswear is refined through sharp cuts and elevated materials. For women, short, neatly cut jackets are effortlessly nipped in at the waist, and combined with wide-leg pants or long wrap skirts, while maxi dresses in fluent silks offer summer elegance.

Layered over many of the looks, fluid coats are detailed with utility elements in crisp cotton, or crafted from nappa leather and ultra-soft suede. Glossy fabrics add a further dose of modernity to outerwear.



Intricate craftsmanship reflects the depths beneath the surface, just waiting to be explored. Leather is in focus – patchworked, bonded, laminated, and laser-cut to create airy dresses. Summery silk and cotton yarns elevate open-knit sweaters, while sporty pants are precisely crafted from lightweight technical cloth.

Colors are also fresh and light, with shots of bold color. Navy, ocean, chambray and pool blue meet mint green, sand and cream, with injections of red and yellow. The shades are cleanly executed as head-to-toe looks or color-blocked into stripes and geometric patterns.

Stepping onto the runway, men's leather strap sandals, chunky-sole Oxfords and sneakers feature alongside women's mules in solid and woven leather. Accessories take the form of the compact color-block Kristin bag, and men's leather carryalls and backpacks, all embossed with the initials of the individual wearer.

Further information on the company can be found at [group.hugoboss.com](http://group.hugoboss.com). For the latest news on our collections, visit [hugoboss.com](http://hugoboss.com).

If you have any questions, please contact:

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Excerpt from the guest list:

Bruna Marquezine in BOSS  
G-Eazy in BOSS  
Yasmin Wijnaldum in BOSS  
Sebastian Stan in BOSS  
Laura Harrier  
Chloe Bennet in BOSS  
Dylan Sprouse in BOSS  
Barbara Palvin in BOSS  
Jorge Lopez in BOSS  
Jon Kortajarena in BOSS  
Olivia Palermo in BOSS  
Johannes Huebl in BOSS  
Fabio Collorichio in BOSS  
Violeta Mangriñan in BOSS  
Zhang Jingchu in BOSS  
Wang Linkai in BOSS  
Jason Lewis in BOSS  
Noah Mills in BOSS  
Caro Daur in BOSS  
Leonie Hanne in BOSS  
Xenia Adonts in BOSS  
Isaac Carew in BOSS  
Marc Forne in BOSS  
Carlo Sestini in BOSS  
Pietro Boselli in BOSS  
Tamu McPherson in BOSS  
Erika Boldrin in BOSS  
Linda Tol in BOSS  
Lena Lademann in BOSS  
Tamara Kalinic in BOSS



Nik Wang in BOSS

Anny Fan in BOSS

Venice Min in BOSS

Sarah Ellen in BOSS

Aylin Koenig in BOSS

Andrea Faccio in BOSS

Paolo Faccio in BOSS