



Press Release

BOSS EYEWEAR ANNOUNCES PARTNERSHIP WITH ORLANDO BLOOM

January 2020. Carnival Row star, Orlando Bloom, has been announced as the BOSS Eyewear ambassador for 2020. Best known for his work on the Lord of The Rings and Pirates of The Caribbean franchises, Bloom is a world-renowned icon. His noteworthy and influential sense of style creates an undeniable synergy between the actor and the BOSS man, making him the perfect choice to wear the signature styles from the Spring/Summer 2020 BOSS Eyewear collection.

“Eyewear has always been an integral part of an outfit for me,” says Bloom, “Whether you’re going for a bold look or something more relaxed, your eyewear should reflect the way you are dressed, and the way you feel. The BOSS brand understands the desire to look good without compromising on comfort or individual style, which is something that resonates with me.”

Introduced by Bloom with the words “Everybody has a story to tell”, the actor’s first campaign, shot by Matthew Brookes, is an optimistic fusion of pop color, effortless cool, and endless possibilities, with Bloom bringing a laid-back, playful approach to the modern frames in the Spring/Summer 2020 collection.

The Spring/Summer BOSS Eyewear campaign featuring Orlando Bloom will be launched globally in February 2020.