

# HUGO BOSS

Press Release

## **First look: BOSS x Russell Athletic team up**

Metzingen, October 20, 2020. BOSS is teaming up with iconic American brand Russell Athletic to create a capsule collection of bold casualwear for a new generation. Inspired by both brands' archives, the designs will unite expert BOSS tailoring and Russell Athletic's instantly recognizable sportswear aesthetic in a unique style.

HUGO BOSS Chief Brand Officer, Ingo Wilts says, "Casualization is an important element in our BOSS collections, so it's the perfect time to partner with a pioneer in this field. Russell Athletic invented the sweatshirt almost 100 years ago, and it has been a great experience to work with a brand that has such a heritage and expertise in sportswear."

Ricardo Aranda, Vice President of Russell Athletic, adds: "We are excited to partner with one of the biggest fashion brands in the world to create a collection that takes inspiration from fashion and sports to reinvent iconic pieces in a whole new way."

On the partnership, Wilts continues, "When I first traveled to the US, a Russell Athletic sweatshirt was among my first purchases. I have always wanted to do something with the brand, so this collaboration is a very special project for me personally. Working with the team in Kentucky was absolutely enriching and inspiring."

The Pre-Fall 2021 BOSS x Russell Athletic capsule, which includes several items designed to be worn by both men and women, will launch in March 2021 with a campaign produced by publisher and creative agency Highsnobiety.

# H U G O B O S S

High-resolution images can be downloaded from

<https://mediacenter.hugoboss.com/portals/pincollection.jsp?collectionName=A341D2ED5B3F52AC16A8BE731062FAA7>

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