



DISCOVER A NEW SPACE DEFINED BY BOSS AND RUSSELL ATHLETIC

Metzingen, March 4, 2021. What happens when two innovators in different fields get together? They create a completely new space fit for a new generation. Meet BOSS x Russell Athletic: the collaboration fusing the art of tailoring with the nostalgic storytelling of classic sportswear to offer the sort of pioneering attitude that today's tastemakers are looking for.

To launch the collection, BOSS will host an innovative digital event on boss.com at 1pm EST/7pm CET on March 24, 2021, which can be followed with the hashtag [#BOSSxRussellAthletic](https://twitter.com/BOSSxRussellAthletic). After the event, the collection will be available to buy immediately. Those eager to be the first to wear these groundbreaking designs can get exclusive access to shop the collaboration 24 hours before anyone else by signing up to the BOSS newsletter.

To celebrate the launch, not only has the brilliant creative entrepreneur and basketball fan Joshua Kissi shot the campaign and directed the accompanying film, but the brands have come together to launch an AR basketball game that you can access via a QR code. The game lets you set up court in the comfort of your own home and test your skills at the hoop. Featuring a built-in leaderboard, the highest scorers can win an exclusive BOSS x Russell Athletic basketball.

HUGO BOSS Chief Brand Officer Ingo Wilts says, "BOSS has dressed new generations in high comfort and impeccable style, while Russell Athletic has a long heritage in leisure and sportswear, inventing the first sweatshirt on the way. Bringing these two brands together gave us the chance to get really creative, and we're excited to show this new collaboration."

Ricardo Aranda, Vice President of Russell Athletic, adds, "Innovation and reinvention are important to Russell Athletic and BOSS, and we're really excited about what we've created together as a result. By finding inspiration in both brands' archives and exploring the creativity inherent in tailoring and sportswear, we've made a collection that's fit for a new generation."

The collection, containing several unisex pieces, expertly balances the well relaxed with the refined to meet the current sartorial moment, and will launch with a campaign created by publisher and creative agency Highsnobiety.