



HUGO releases a new 'HUGO Loves Bowie' capsule inspired by David Bowie

Metzingen, January 15, 2020. David Bowie was a musical and visual icon who made an indelible impact on the world of music and fashion. This January, HUGO releases a limited-edition 'HUGO Loves Bowie' capsule for men and women that pays tribute to the late singer and his inimitable style. The capsule combines unique essentials with statement accessories – think T-shirts featuring iconic album artwork, and slogan caps in a signature palette of black, white, and red.

“David Bowie was a rebel spirit who lived life on his own terms,” says Bart de Backer, Senior Head of Design HUGO Menswear. “This capsule is an opportunity for us to celebrate the impact he had on the world and the values that we share.”

Bowie's 1977-1979 'Berlin Trilogy', a body of work inspired by the German capital and consisting of the albums 'Low', 'Heroes' and 'Lodger', is referenced throughout the capsule. One sweatshirt, designed in tribute to his 1977 album 'Heroes', features photographs of Bowie shot for the album's cover by Masayoshi Sukita. Alongside this, accessories and T-shirts are printed with the original slogan used to promote the album – “Tomorrow belongs to those who can hear it coming.”

All products will go on sale on January 15, 2020, online, in HUGO Stores and selected partner retailers worldwide. HUGO is a brand whose DNA is closely linked to popular culture – especially music. Music will remain a source of inspiration for the brand and will continue to influence the collections going forward.