

Metzingen, November 13, 2024

INTRODUCING BOSS SKI: A BOLD STATEMENT ON THE SLOPES

As the ski season begins, BOSS is ready to make a bold statement on the slopes. Further cementing its connection with the world of snow sports, and offering a 24/7 lifestyle wardrobe that exemplifies the pinnacle of modern sophistication, the brand is launching a dedicated BOSS Ski capsule. Style and sporting savoir-faire combine in this collection, which is designed for athletes and enthusiasts alike. It comprises high-performance pieces and luxurious ready-to-wear, shoes, and accessories – a full alpine wardrobe that will take wearers from the snowy inclines to their après-ski plans.

In the skiwear offering, technical fabrics and functional details provide comfort and protection from the elements. Ski jackets and matching pants for men and women, along with women's jumpsuits, are crafted from water-repellent materials and boast an array of performance-gear features – from snow guards and sealed seams to adjustable cuffs and insulating fleece-bonded linings.

The capsule's après-ski component promises to keep every BOSS cozy with soft, relaxed layering pieces and coordinating accessories. It includes hoodies, knitwear, socks, a beanie, and a scarf, and padded boots. Rounding off the selection, a pillowy puffer jacket and sleek, heat-trapping gender-neutral base layers provide extra warmth in the coldest climates.

All BOSS Ski pieces are presented in the brand's signature color palette of black, white, and camel, and a number of styles feature a snowflake patch that has been specially designed for the capsule.

Further strengthening its ties with the skiing world, BOSS will return as Presenting Partner of the Hahnenkamm Races, taking place from January 24-26, 2025, in Kitzbühel, Austria.

As the brand of choice for fashion lovers and sports fans alike, BOSS will have a bold presence at various touchpoints throughout the event, tapping into the thrills, energy, and competitive spirit of sports while spotlighting the uplifting mantra of "Be Your Own BOSS."

HUGO BOSS AG

Holy-Allee 3, 72555 Metzingen, Germany
Phone +49 7123/94-0

PRESS RELEASE

INTRODUCING BOSS SKI: A BOLD STATEMENT ON THE SLOPES
Metzingen, November 13, 2024
Page 2

BOSS

The BOSS Ski capsule will be available from November 13, 2024, at selected BOSS stores and at boss.com.

High-resolution images are available from: [HERE](#)

About BOSS and HUGO BOSS:

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kidswear complete the brand. The world of BOSS can be experienced in over 489 own stores worldwide. BOSS is the core brand of HUGO BOSS, one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

If you have any questions, please contact: press@hugoboss.com.

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