

Metzingen, February 11, 2022

## **DUBAI TAKEOVER: A NEW ERA, A NEW BOSS**

Following the launch of a record-breaking all-star campaign and new branding, BOSS maintained its extraordinary momentum by hosting a spectacular event in the desert, under the stars in Dubai on February 10.

Hosted in an exclusive camp on the Dubai Desert Conservation Reserve, the event saw the unveiling of a film launching a new see now, buy now collection captured in a dramatic setting offering unparalleled sunrise and sunset views in the desert. Special guests arrived at dusk on the dunes before heading to the camp to experience the electric presentation of the new collection and continue the celebrations into the night.

The Spring/Summer 2022 collection, the first to be released since the BOSS brand refresh early this year, revealed at the event, rewrites the brand's codes to set a bold and dynamic new design direction. Offering 24/7 style for individuals who chase their dreams wherever they lead, the statement-making collection features the brand's new signature colors of black, white, and camel across relaxed, sporty looks. Proving once again that BOSS leads the way with courage and confidence, the collection will be available to buy immediately online and in BOSS Stores globally.

Continuing the energy of its latest campaign, BOSS hosted an array of stars at the event, highlighting those who, like the brand, choose to make their own rules. #BeYourOwnBOSS campaign talents Matteo Berrettini, Khaby Lame, and Alica Schmidt were not only in attendance at the event, but also made their second appearance with BOSS as models in the film. Both modelling in the film and attending the event was trailblazing model Precious Lee, American singer Teyana Taylor, British actor Lucien Laviscount, and American model Taylor Hill. Worldwide phenomenon Madeline Stuart, the first professional model with Down syndrome and powerful inclusion advocate, also joined the luminary film lineup and the lively event. In addition, even more world-renowned athletes, and fans of the brand, turned up for BOSS in Dubai to take part in the production and celebration including American Paralympic sprint runner and gold medalist Nick Mayhugh, Olympic Champion athlete Mutaz Essa Barshim, and American Paralympic athlete Trenten Merrill. Italian actor Michele Morrone, Korean-American actor Ashley Park, and American actor Patrick Schwarzenegger delighted audiences with their presence at the event.

**HUGO BOSS AG**

Dieselstrasse 12, 72555 Metzingen, Germany  
Phone +49 7123/94-0

**PRESS RELEASE**

**DUBAI TAKEOVER: A NEW ERA, A NEW BOSS**  
Metzingen, **February 11, 2022**  
Page 2

**BOSS**

Action on the dunes was matched by phenomenal digital buzz around the world, with numerous social media personalities sharing the experience online and the see now, buy now collection. Social media sensations Naomi Watanabe, Nic Kaufmann, Younes Zarou, Wisdom Kaye, Zack Lugo, Rakhim Abramov, and Karen Wazen Bakhazi were among the nearly 100 creators and influencers who joined the crowd clad in iconic BOSS gear.

The event, complete with an energetic DJ in a unique setting, featured unforgettable fire show performances, and nearby, guests enjoyed stunning views of hot air balloons emblazoned with the bold BOSS logo.

High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/620377c3a90896000918d73d>

If you have any questions, please contact [press@hugoboss.com](mailto:press@hugoboss.com)

**BOSS.COM**

**INSTAGRAM:** [instagram.com/boss](https://www.instagram.com/boss)

**FACEBOOK:** [facebook.com/hugoboss](https://www.facebook.com/hugoboss)

**YOUTUBE:** [youtube.com/boss](https://www.youtube.com/boss)

**TIKTOK:** [tiktok.com/@boss](https://www.tiktok.com/@boss)