

Metzingen, November 6, 2024

"RADIANT. CONFIDENT. EFFORTLESS." BOSS UNVEILS HOLIDAY CAMPAIGN

BOSS proudly presents its 2024 holiday campaign, showcasing an elevated collection brought to life with global talents: iconic Brazilian supermodel Gisele Bündchen, legendary British footballer and style icon David Beckham, groundbreaking Nigerian Afrobeats artist Burna Boy and acclaimed South Korean actor Lee Jong-suk. The festive assortment features everything from sophisticated eveningwear to seasonal gift ideas.

In the new images and videos, each talent is pictured against radiant neon lights, decked out in the latest BOSS holiday looks, flawlessly embodying the #BeYourOwnBOSS campaign platform with effortless style and confidence. The overarching visual concept derives from the empowering idea that every BOSS carries within them a powerful light—making the holiday season the perfect time to share it with the world.

The BOSS 2024 holiday campaign will be supported by a 360° marketing approach that will be amplified across social media, retail window displays, and in-store installations in key cities around the globe.

BOSS will further enhance the holiday retail experience through a series of pop-up stores and engagement strategies. These will feature a variety of licensed products and unique in-store initiatives such as personalized gifts, ribbon machines, and coffee or hot chocolate carts to create a warm and inviting atmosphere. Customers can also enjoy complimentary wrapping services and special gifts with purchases, establishing BOSS as the ultimate holiday shopping destination.

"Radiant. Confident. Effortless. This is holiday style by BOSS."

The new Holiday 2024 collection will be available from November 6, 2024, at BOSS stores worldwide, at boss.com, and through wholesale partners.

High-resolution images can be downloaded from: [Holiday Campaign](#)

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APPENDIX

Key looks:

The BOSS Holiday Menswear Collection features essential pieces that combine elegance with versatility, suitable for all occasions. Highlights include a slim-fitting sweater made from breathable virgin wool—perfect for both professional and casual settings. For more formal events, the collection presents plush velvet tuxedo trousers and a matching jacket, enhanced with silk-blend trims for a sophisticated sheen. Additionally, crystal-embellished tuxedo trousers in a stretch-wool blend and defined-fit dress shirt with bib adornments crafted in a cotton-silk blend are designed to make a statement at any celebration.

Meanwhile, the BOSS Womenswear Collection offers a range of refined looks. This includes a striking halter-strap dress with a flattering waterfall back and crystal trims, crafted from luxurious satin for a beautiful drape. This is neatly complemented signature shoulder bag adorned with a Double B monogram trim and a gemstone strap. A slim-fitting tuxedo jacket in a stretch-wool blend, complete with embellished peak lapels, adds a finishing touch to the collection.

Campaign credits:

Photographer: Mikael Jansson

Creative Direction: Trey Laird & Team Laird

Cast: Gisele Bündchen, David Beckham, Burna Boy, Lee Jong-suk

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.

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For any specific queries about the new collection, please contact: press@hugoboss.com.

BOSS.COM

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