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HUGO X JUJUTSU KAISEN: A STYLE CURSE YOU DON'T WANT TO BREAK

HUGO is thrilled to announce an exciting collaboration with Crunchyroll, the global brand fueling anime fandom, to unveil the HUGO x *JUJUTSU KAISEN* capsule. This bold new collection draws inspiration from the globally acclaimed anime series *JUJUTSU KAISEN*, blending HUGO's signature contemporary style with the dynamic visuals and storytelling of the anime universe.

The capsule features iconic imagery from the wildly popular Season 2 of *JUJUTSU KAISEN*, while building excitement for the hotly anticipated third season of the show.

Spanning menswear and womenswear styles, the collection includes standout pieces such as a larger-than-life bowling shirt showcasing character portraits, graphic T-shirts depicting iconic scenes and character poses, sweatpants and a baseball hat emblazoned with the *JUJUTSU KAISEN* logo, plus a sheer mesh top and denim skirt printed with graphics that seamlessly blend HUGO's contemporary design with the raw, unfiltered aesthetics of anime.

Through this collaboration, HUGO taps into the cultural force of *JUJUTSU KAISEN*, offering stylish statement pieces that embody the bold edge of anime and fashion. The series' core themes of individuality, resilience, and the power of human connection resonate naturally with HUGO's fashion-forward audience, reflecting their passion for bold, expressive, and boundary-defying style.

The HUGO x *JUJUTSU KAISEN* capsule collection will be available on hugo.com, at HUGO stores globally, and via selected HUGO wholesalers.

High-resolution images can be downloaded from:

[HUGO x Jujutsu Kaisen](#)

About HUGO and HUGO BOSS:

HUGO, the younger of the two HUGO BOSS brands, provides a platform for self-expression and an authentic way of dressing. Globally engaged and culturally fluent, the brand crafts clothes with individuality and attitude for those who dare to break with convention; those who set trends rather than follow them. Additionally, HUGO-licensed fragrances, watches, eyewear and kidswear all capture a youthful spirit. HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 129 countries at more than 8,000 points of sale and online in 74 countries via hugoboss.com. With more than 18,500 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.3 billion in the fiscal year 2024.

About Crunchyroll:

Crunchyroll is the global anime brand that fuels fans' love of anime. With the ambition to make anime an even bigger part of pop culture, Crunchyroll offers fans the ultimate anime experience and destination centered around a premium streaming service. Crunchyroll has the largest dedicated anime library, an immersive world of events, exciting theatrical releases, unique games, must-have merchandise, timely news, and more. Anime is for everyone and is accessible to stream across territories through Crunchyroll—whether on the go on mobile, through gaming consoles and big-screen devices at home, or on desktops anywhere.

Crunchyroll, LLC is an independently operated joint venture between U.S.-based Sony Pictures Entertainment and Japan's Aniplex Inc., a subsidiary of Sony Music Entertainment (Japan) Inc., both subsidiaries of Tokyo-based Sony Group.

About JUJUTSU KAISEN:

JUJUTSU KAISEN follows the action-packed tale of a high-schooler who gained cursed energy and entered into a life from which he could never turn back. The anime series JUJUTSU KAISEN is produced by TOHO animation and animated by MAPPA. The anime is based on the best-selling manga of the same title written and illustrated by Gege Akutami with more than 100 million copies in circulation. Both seasons of JUJUTSU KAISEN are streaming now on Crunchyroll, with season 3 dropping January 8, 2026.

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

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