

Metzingen, May 22, 2023

BOSS HOSTS NAOMI CAMPBELL'S BIRTHDAY EVENT IN CANNES

Activist, supermodel, and fashion icon Naomi Campbell is, without doubt, one of the most recognizable faces around the world. As a close friend of the BOSS brand and one of its key global ambassadors, Naomi is the personification of a true BOSS who stands out for her groundbreaking and storied fashion career. Her birthday festivities have supported philanthropic organizations and are known to be major events attracting a wide variety of stars and VIPs from across creative fields.

On May 22, 2023, the BOSS brand and Daniel Grieder, HUGO BOSS CEO, hosted an exclusive dinner on the occasion of Naomi's birthday. The event was followed by an after-party at Villa Julia in Cannes, France.

"Naomi is a true boss and a role model for so many. Apart from being a fashion icon, she is a champion of diversity, inclusivity, and a renowned philanthropist. Therefore, she perfectly embodies the values of our BOSS brand. It is a great honor for us to host Naomi's birthday celebration in Cannes," said Daniel Grieder, CEO, HUGO BOSS.

Naomi, and select invitees including Future, Fan Bingbing, Colin Kaepernick, Jordan Barrett, Alton Mason, Alpha Dia, Evan Ross, Ashlee Simpson, Valentina Sampaio, Lucas Castellani, Mohammed Al Turki, Jon Kortajarena and DJ Cuppy, were dressed in BOSS for the occasion, with Naomi appearing in two stunning outfits. Naomi wowed when she arrived at the party in a gold-toned, floor-length gown, hand-embroidered with impeccable beading on a nude-colored tulle base with feathers. This piece was accented by a train with a feather degrade beginning at the upper leg, becoming increasingly dense toward the hem. The dress featured a breathtaking deep-V neckline with two crisscrossing straps gracing her left shoulder.

HUGO BOSS AG

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

PRESS RELEASE

BOSS HOSTS NAOMI CAMPBELL'S BIRTHDAY EVENT IN CANNES
Metzingen, **May 22, 2023**
Page 2

BOSS

Naomi then changed into a white, floor-length, backless, bias-cut dress with bold cutouts at the waist and an exquisite train, plus attached, floor-skimming, asymmetric scarf finished with a lovely fringe detail.

Marco Falcioni, Senior Vice-President of Creative Direction, was also in attendance, along with other notable guests, including Leonardo Di Caprio, Travis Scott, Burna Boy, Lisa from Blackpink, Kim TaeHyung from BTS, Julia Garner, Irina Shayk, Helena Christensen, Stella Maxwell, Eva Herzigova, Ashley Graham, Neelam Gill, Edward Enninful and Daphne Guinness.

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 400 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 132 countries at around 7,400 points of sale and online in 70 countries via hugoboss.com. With approximately 17,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 3.7 billion in the fiscal year 2022.

High resolution images can be downloaded here:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/646c45a5df2b165755a69edd>

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

HUGOBOSS.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)