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ONE NAME SAYS IT ALL: DAVID BECKHAM STARS IN NEW BOSS ONE BODYWEAR CAMPAIGN

This January, David Beckham stars in the new BOSS underwear campaign, as the brand launches its BOSS ONE Bodywear collection, directed by legendary fashion photography duo, Mert and Marcus.

"The launch of the BOSS ONE Bodywear collection marks another milestone and a new chapter in our long-term strategic partnership with David Beckham. It is also a testament to our joint dedication to style and excellence. Bodywear is an iconic product group, and with this campaign, we aim to inspire customers and fans of the brand worldwide more than ever," says Daniel Grieder, CEO of HUGO BOSS.

The BOSS ONE Bodywear collection consists of premium-quality men's underwear essentials, including trunks, briefs, tank tops and T-shirts in minimalist black and white hues. Crafted from a figure-hugging blend of cotton and elastane, the selection offers all-day comfort and confidence.

The campaign, designed by the Team Laird agency, sees Mert and Marcus apply their distinctive cinematic style to breathtaking video and stills of Beckham, whom we see pulling up in a classic sports car and entering a New York City warehouse apartment.

On screen, Beckham invites the viewer in as he returns home for the day, to the pulsing beat of the anthemic "In the Air Tonight." Brace for boldness and an element of surprise as Beckham reveals the new black BOSS ONE Bodywear trunk.

"I once said that my bodywear modelling days had come to an end, but when BOSS shared their ambition for the range and brought in my good friends Mert and Marcus to shoot the campaign with their brilliant creative ideas I simply couldn't refuse," said David Beckham. "The new BOSS One collection is beautifully made. I'm proud to support BOSS in our long-term strategic partnership with this campaign."

To complement Beckham's appearance in the BOSS ONE Bodywear campaign, BOSS officially launched BOSS ONE Bodywear in an exclusive event on January 30, 2025, at Lightroom in Kings Cross, London.

The event, hosted at the breathtaking, subterranean Lightroom exhibition space, presented the BOSS ONE Bodywear campaign to attendees on 360° screens. Throughout the evening, striking, immersive light shows filled the space, welcoming guests upon arrival, creating hype for the campaign film screening, and later, tempting everyone onto the dance floor. Golden Martinis crafted on-site by luxury gin brand Seventy One and performances on the decks by DJs Mark Ronson and Honey Dijon rounded out a spectacular evening.

The BOSS ONE Bodywear launch is supported by a 360-degree marketing campaign. In a brand first for BOSS, Beckham will thrill audiences in cinemas and at home, appearing in BOSS ONE Bodywear campaign clips on the big screen and on streaming platforms such as Amazon Prime, Netflix, HBO Max, Paramount Plus, and Sky TV.

Larger-than-life stills of Beckham in his BOSS ONEs will appear on billboards and in selected high-traffic locations, as well as in BOSS stores and department stores around the world. On social media, the BOSS ONE Bodywear campaign will see close to 100 talents of the moment show off their BOSS ONEs across various platforms. Also a debut for the brand: BOSS ONE Bodywear vending machines will be placed at key locations in Europe and the US, selling hero products from the collection in a fun, interactive way. Additionally, over 100 dedicated pop-ups will appear in premium retail locations worldwide, featuring the complete first drop of BOSS ONE Bodywear.

The BOSS ONE Bodywear collection will be available on boss.com, at dedicated pop-ups, at BOSS stores globally, and via selected BOSS wholesalers from February 1.

High-resolution images can be downloaded from: [BOSS ONE Bodywear](#)

YouTube Link: https://youtu.be/w7JwgJw36_Y

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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