

Metzingen, May 5, 2025

BEST OF BOSS TAILORING AT THE 2025 MET GALA®

S.COUPS, Ashley Graham, Khaby Lame, Alton Mason, and Keith Powers wore custom BOSS tailoring looks to the fashion event of the year

Held at the Metropolitan Museum of Art in New York, the 2025 Met Gala® *Superfine: Tailoring Black Style* explores the importance of sartorial style to the formation of prominent Black identities and the arbitration of fashion in the Black community, cultural nationalism, and beyond. The gala's dress code, "Tailored for You," is a nod to the upcoming *Superfine* exhibition at the museum, inspired by Monica L. Miller's book, *Slaves to Fashion: Black Dandyism and the Styling of Black Diasporic Identity*.

This year, in acknowledgment of the tailoring expertise that lies at the heart of the brand, BOSS celebrated a larger-than-ever presence at the event. For the first time, BOSS created bespoke red-carpet looks for an array of talents, including S.COUPS, Ashley Graham, Khaby Lame, Alton Mason, and Keith Powers.

"Timeless, classic tailoring is foundational to BOSS, making this year's theme very special to us. We've been proud to dress talents who are part of the BOSS family in bespoke, tailored looks. Our creative process was built around very personal conversations with all of them. We worked with them to express their own take on tailoring, to translate their personality and style through a BOSS filter, and make each of them feel like a true BOSS on the red carpet," said Marco Falcioni, SVP of Creative Direction at HUGO BOSS. "These looks have a very deep connection with their wearers, as befits the 'Tailored for You' theme. And we've injected a certain opulence and indulgence of style in homage to the inspiring book the *Superfine* exhibition is based on."

S.COUPS, leader of the globally acclaimed K-pop group SEVENTEEN—and the newest BOSS global brand ambassador—wore a BOSS creation crafted to echo a Korean hanbok jeogori jacket in various shades of gray Italian wool flannel, celebrating elegance and innovative design. Luxuriously wrapping and draping around the body, S.COUPS' look made a statement with a deconstructed, robe-like coat featuring a shawl collar, tonally contrasting plissé lining, and folding and drapery that echoed jeogori construction. This was layered over

a custom suit in the same gray Italian wool flannel, consisting of a blazer with a hybrid hanbok-double breasted collar, straight-leg, multi-pleated tailored trousers with a cut-on waistband and adjuster details at the back, and a gray wool stand-collar shirt. The look was confidently rounded off with matching gray wool heeled boots.

Trailblazing Broadway debutant, model, singer, and actress **Ashley Graham** brought strength and beauty to the red carpet in a bespoke look inspired by an iconic 90s BOSS power suit. Her dress—featuring an exaggerated, full-canvas shoulder and chest construction, a reversed menswear-style lapel, and a deep V-neckline—fitted closely through the hips and thighs before transitioning to a flowing, trailing hemline for a simultaneously organic and sinuous look. This custom style was created from a gray distorted pinstripe wool, previously seen at the BOSS Fall/Winter 2023 fashion show. A boned bustier, crafted from the same fabric, cinched the waist and hips, presenting a dramatic hourglass silhouette.

Comic content creator **Khaby Lame**'s three-piece suit, in gray pinstripe Italian wool serge fabric, was inspired by BOSS archival looks. Altered, exaggerated proportions were showcased in his double-breasted blazer with a peak lapel and balloon-shaped trousers with double pleats, achieving a playful, dandyish look. The custom outfit centered around a waistcoat adorned with dozens of antique pocket watches sourced from flea markets: representing a journey through time in tailoring, and giving a cheeky nod to the star's success on TikTok. Lame wore the look with a blush-colored, double-breasted trench coat in a crisp silk-wool blend draped over his shoulders, along with a striped shirt, white silk tie and pocket square, two-toned wingtip brogues, and a gray felted fedora hat with tone-on-tone grosgrain ribbon. The eye-catching ensemble presented a new take on Golden Age, Gatsby-esque style.

Model, actor, and larger-than-life fashion personality **Alton Mason** emerged as a living masterpiece on the Met Gala® red carpet. His custom BOSS look was revealed in a wow moment: a celebration of boldness and brilliance, and a testament to the transformative power of style. Initially cocooned in a sculptural black, floor-length, virgin wool-mohair blend, silk satin-lined cape, Mason gracefully emerged as a living jewel, his seamless shoulder-to-toe sparkling silhouette presenting a glittering, shirtless, couture take on futuristic animé tailoring. His look, crafted from bonded silk crepe encrusted with crystals, comprised a cropped jacket with a heart-shaped chest cutout, boxy shoulders, and a standing collar—inspired by the distinctive 80s looks of popstar Michael Jackson. His low-rise trousers, featuring a subtle V-form waist, flared from the knee, with slouchy, added length, seamlessly cascading to pointy, high-heeled, crystal-embellished boots. The look was finished with a black capeline-brimmed wool ranger hat trimmed with silk ribbon.

Actor **Keith Powers'** Met Gala® look celebrated the dandy aspect of the theme, with the BOSS design team inspired by Powers' love of dressing up. His Oxford bags-style trousers in black checked Italian wool, finished with a silk ribbon side stripe, incorporated extra pleats to create an extreme wide-leg silhouette. A slim, cropped black wool blazer with a shawl collar and single-button closure contrasted with the exaggerated sweep of the trousers, while a striped silk shirt with a stand collar and jacquard polka-dot tie added a playful pattern clash in a look tailored to Powers' distinctive flair. Cream calf-leather heeled boots gave a final touch of sophistication to the ensemble.

Other guests who attended the Met Gala® in custom BOSS looks included CEO of HUGO BOSS, Daniel Grieder, and his wife, entrepreneur Louise Camuto-Grieder, and comedian James Corden and his wife, TV producer Julia Carey.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2025/Met-Gala.html>

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 around 500 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 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.

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

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