

Metzingen, August 28, 2024

## **“IT’S FOR LIFE”: BOSS UNVEILS ALL-STAR CAMPAIGN WITH GLOBALLY RENOWNED TALENTS IN CORPCORE-INSPIRED TAILORING**

### **DAVID BECKHAM MAKES HIS FIRST APPEARANCE AS PART OF HIS STRATEGIC PARTNERSHIP AND MULTI-YEAR COLLABORATION WITH BOSS.**

An all-star cast featuring a list of new and iconic faces, together with some distinguished and familiar talents, brings to life this exciting new chapter of the BOSS story. Legendary British footballer and style icon David Beckham appears in his first campaign since the announcement of his strategic partnership and design collaboration with the brand. Alongside him, Nigerian singer-songwriter Burna Boy and South Korean actor Lee Jong-suk joined the cast alongside returning talent and iconic Brazilian supermodel Gisele Bündchen, legendary Naomi Campbell, who, this season, is also brand ambassador for BOSS Watches, Jewelry and Eyewear, and Italian tennis player Matteo Berrettini who returns as brand ambassador for licensed BOSS Watches, Jewelry and Eyewear.

Ever since the launch of #BeYourOwnBOSS campaign, BOSS has championed the call for individuals to lead a self-determined life driven by style and confidence. For the upcoming Fall/Winter season, the brand shifts this message, taking it one step further, because having the power within to find your voice and be your own BOSS isn't just a one-off commitment: It's for life.

“It's great to be a part of this BOSS campaign for Fall/Winter 2024, marking an exciting start to my long-term ambassadorship with BOSS,” said David Beckham.

In the new campaign, the talent — decked out in the latest BOSS styles — reveal their own guiding principles throughout their lifelong journey. The Fall/Winter 2024 assortment offers a full wardrobe selection for all occasions, fitting seamlessly within the needs of a 24/7 lifestyle. Signature BOSS suiting is reimagined with strong, modern silhouettes, which provide a fresh perspective that feels perfectly tailored to the colder months to come. In the campaign, we see each talent individually committing their guiding rules to pen and paper. The elevated

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Page 2

office setting and tailored looks, as well as the corporate visuals highlighted throughout the campaign's set design, are an extension of the "CorpCore" theme first seen at the BOSS Fall/Winter 2023 show last September.

The launch will be supported by a 360-degree marketing campaign amplified across large-scale outdoor advertising in 29 key cities around the globe. Online, BOSS continues to engage and build its fan community with the launch of its new Instagram broadcast channel. Going live alongside the Fall/Winter campaign, its always-on approach will further engage and build on the Instagram BOSS fan base. Over on Threads, BOSS will feature BTS audio clips starring key talents, while polls and questions will invite BOSS fan perspectives and amp up engagement, building a buzz around the campaign.

The new Fall/Winter 2024 collection will be available from August 28, 2024, at BOSS stores worldwide, at [boss.com](https://boss.com), and through wholesale partners.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2024/Global-Campaign.html>

## APPENDIX

**Key looks:**

The core BOSS menswear collection showcases redefined office styles, as seen in sharp suiting and outerwear with strong shoulders, accented with smart ties, creating a powerful reinterpretation of on-duty staples. In the luxury assortment, two key menswear looks are crafted from Bisontex fabric—a blend of bison wool and cashmere in a distinct, sandy grey-brown hue.

In womenswear, reinvigorated power suiting is also central to the season, with a luxe touch made with novel fits and dimensions, rich textures, and strong shoulder shapes. Key looks include a rear-zip blazer in pinstriped virgin wool paired with a matching pencil skirt as well as wrap-front coat crafted in crocodile-embossed leather, and a two-piece suit and trench coat in the same ultra-soft cashmere-wool as seen in menswear.

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Metzingen, August 28, 2024

Page 3

**Campaign credits:**

Photographer: Mikael Jansson

Creative Direction: Trey Laird & Team Laird

Cast: David Beckham, Naomi Campbell, Lee Jong-suk, Gisele Bündchen, Burna Boy and Matteo Berrettini.

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.

For any specific queries about the new collection, please contact [press@hugoboss.com](mailto:press@hugoboss.com).

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