

Metzingen, March 16, 2023

TAILORED CONTRASTS AND SHEER FLUIDITY MAKE WAVES AT THE BOSS MIAMI FASHION SHOW

Turning to the past to step boldly into the future was just one of the underlying themes in an overall modern reinvention of traditional tailoring as presented at the BOSS fashion show in Miami on March 15. The new Spring/Summer 2023 collection was unveiled before a group of more than 500 guests, followed by an afterparty at the Herald Plaza.

Drawing inspiration in part from the city where the show was held, the Spring/Summer BOSS collection explored the underlying duality and creative enigma that lives between the abstract notion of opposing states. This concept was then applied to the brand's renowned roots in men's tailoring by incorporating sheer fabrics and a structured yet sublime sense of allure. The overall assortment presented a sleek and sophisticated idea of what it means to become and embrace the spirit of self-determined individuality in an ever-changing world.

"The BOSS Spring/Summer 2023 collection is a fluid revisitation of the brand's heritage tailoring while offering a 'see now, buy now' approach to key pieces," said Marco Falcioni, SVP of Creative Direction at HUGO BOSS. "One of the underlying motifs that inspired the collection is the exquisite tension that lies between contrasting elements, such as solid and fluid states; land and sea; opaque and transparent; past and present. This powerful juxtaposition serves as the cornerstone of a new exploration in prints, tones, and textures, opening the door to a world that invites a creative, visual dialogue. It is a sartorial reflection in looking back to move boldly forward into the future and embody the spirit of a true BOSS."

Building on this idea of progress and innovation, the new collections showcased a lightweight, crinkled approach to materials, made up of a mix of buttery silks and smooth nylons that are pressed and enriched with a layer of color. Stronghold pillars of tailoring, such as the suit, shirting, and the trench coat, alongside the use of specific fabrics and prints including stripes and pinstripes, are forthrightly reinvigorated in new directions with fresh hues. While the brand's signature tones of black, white, and camel are still present, the collection explores warm, muted colors in the form of sun-faded, powdery hues that mimic Miami's Art-Deco architecture. It also contains vivid elements meant to draw out an understated air of desire

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through the use of sheer materials, and the sophisticated implementation of well-placed cut-outs.

Given the above notion of transparency, the overall set design had a modern, aquatic theme, to give the impression that the entire venue was surrounded by walls of water. Models were made to look as if they were actually walking on water.

All-star celebrities and athletes such as Naomi Campbell, Pamela Anderson, Law Roach, Khaby Lame, DJ Khaled, Alica Schmidt, Yusra Mardini, Precious Lee, Ibtihaj Muhammad, Ezra Frech and Caleb Williams walked in the liquid-inspired show, as did Jordan Barrett, Naomi Watanabe, Gottmik, and Violet Chachki. Meanwhile, front row attendees featured a range of talents from across the creative spectrum, including brand favorites Maluma, Demi Lovato, Bella Thorne, Maisa Silva, Charles Melton, Suki Waterhouse, Lucien Laviscount, Rapman, Stefflon Don and Tiffany Haddish. Additional VIP guests included Kano, Jelly Lin, Camila Morrone, Brianne Howey, Felix Mallard, Gavin Casalegno, Sasha Calle, Christine Quinn, Kim Hyun-ah, and Hwang In-Yeop.

Likewise, impactful digital traction was made on a global scale, with major influencers engaged, including Lele Pons, Hannah Stocking, Wisdom Kaye, Ox Zung, Jeon Changha, Alix Earle, Isis Valverde, Luisito El Pillo, and Joey Graceffa. The social media stars shared the overall fashion experience online and highlighted the Spring/Summer BOSS collection via Instagram, TikTok, YouTube and BeReal. Stills and videos were shared both on the BOSS channels and the individual accounts of the special guests.

Simultaneously, the brand partnered with social media stars and creative talents to celebrate the launch of the BOSS BeReal account. It also developed engaging long-form videos for YouTube where users can embark on a unique 24-hour journey in Miami with selected content creators.

Following the show, guests, followers and fans worldwide were able to engage in an immersive experience through the site bossmiamishow.hugoboss.com, containing key social content, behind-the-scenes shots, and other elements from the show. This content further enriches the runway presentation supported on the brand's social media channels.

The innovative Spring/Summer 2023 show was livestreamed across various digital platforms, including Instagram, TikTok, YouTube, Twitter, and LinkedIn, as well as on hugoboss.com, where selected items were made available for immediate purchase in 68 countries across the US and Europe. Moreover, pre-event coverage showcasing exclusive live content and interviews with selected guests streamed 15-30 minutes before the show began.

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The runway presentation was then followed by an on-site afterparty where invitees and special guests danced the night away with a live set by DJ Nasty and DJ Danny Daze.

The latest collection is now available online at boss.com and in-store at BOSS retail points around the globe.

High-resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/6411fc4880b7c4365bea7410>

For any specific queries about the new collection, please contact press@hugoboss.com.

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