

Metzingen, September 18, 2024

BOSS HANGS UP THE CORPORATE SUIT TO HEAD "OUT OF OFFICE" FOR ITS SPRING/SUMMER 2025 FASHION SHOW IN MILAN

Following its CorpCore-themed Fall/Winter 2023 runway show—which reimaged tailoring with modern iterations of classic suiting and on-duty dressing staples—for Spring/Summer 2025, BOSS unveiled a collection that broke with the conventional parameters of corporate attire. Staged at the Palazzo del Senato in Milan and presented under the theme "Out of Office," the runway looks deconstructed a more formal dress code to create a clocked-out approach to an elevated 24/7 lifestyle—allowing for broader self-expression and a more balanced outlook on life.

The courtyard of the palazzo was transformed into a verdant oasis of calm: an aesthetically soothing landscape of gentle reliefs in a city defined by its hustle and bustle. Models walked along an organic, winding runway through the botanical scenery, further evoking a contrast between traditional corporate dress structures and the concept of 5-9 escapism.

"For Spring/Summer 2025 we've reinvented suiting—the epitome of BOSS's tailoring heritage—with a softer approach, where the silhouette is dictated by the wearer's body, leaving more room for freedom and expression of individuality," says Marco Falcioni, SVP of Creative Direction at HUGO BOSS. "We've stepped away from traditional double-breasted power suits, whose sharp cuts define the silhouette and are perceived as an inflexible shield around the wearer. This season, the hero piece is the understated three-button suit in lighter fabrics, gently wrapping the body without the constructs of shoulder-pads and constrictive internal structures. This is a reset: A real BOSS is empowered and self-confident; they know when to log off and claim back their time, go out and relax, free from the hierarchy of rules and regulations."

The collection reflects the overall ethos derived from this removal of structure, while inviting a sophisticated sense of off-the-clock decompression. This is seen—for the first time ever on the BOSS runway—in the inclusion of sporty style elements and accessories,

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such as drawstring cinching mechanisms, yoga mats, and tennis racket bags, as well as selected pieces that draw inspiration from sleepwear, such as pajamas and dressing gowns.

Trouser hems were raised above the ankle across womenswear looks, while other standout elements such as blazers, skirts, dresses, and trench coats offer the wearer increased freedom of movement through wrapped construction and elegant draping. Tailoring darts were added to traditionally casual cuts such as bomber jackets to create voluminous sleeves, and paired with drawstring-embellished tops and hoodies. A backless, wrapped tunic dress stood out with its draped frontal pleating and a neckline skimming the lower back. Luxe fabrics ranged from wool to silk and leather. Accessories featured a more laid-back approach that broke with traditional formal styles, in the form of pashminas and collapsed hobo bags, while most shoes featured gently rounded toes—in contrast to the strong points and squared-off shapes of earlier collections.

In addition to the three-button suits, menswear saw more casual shirting silhouettes, such as single-pocket styles with concealed button plackets and drawstring hems, paired with tailored trousers with lengths extending just beyond the knee. Evening-ready pieces include deconstructed tailored coats and jackets in silk with shawl lapels and piping finishes. Footwear includes low-profile sneakers or leather slides with a slipper look and feel—both crafted in Italian leather. For finishing touches, in addition to pashminas and flat caps, men's accessories saw the removal of traditionally structural confines, such that pieces were collapsed, as seen in the form of slouchy briefcases, document holders, and sports-inspired bags.

The color palette delivers a relaxed range of hues, including light and navy blues, earthen browns, white, black, and even subdued variations of green, among other tones.

The new Spring/Summer 2025 collection was unveiled on September 18 in a surreal garden setting. All-star athletes and celebrities such as Taylor Fritz, Matteo Berrettini, Alica Schmidt, Nicolò Martinenghi, Loris Karius, and Miles Chamley-Watson, walked in the "out-of-office"-inspired show, as did social media sensation Khaby Lame, and Thai actor Mew Suppasit. Meanwhile, David Beckham attended his first BOSS runway presentation since the announcement of his strategic partnership with the brand.

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Other front-row attendees included a range of talents from across the creative spectrum, such as Khalid, Kaya Scodelario, Micheal Ward, Jamie Campbell Bower, João Guilherme Ávila, and Maia Mitchell.

Impactful digital traction was achieved on a global scale by engaging popular influencers, including Dixie D'Amelio, Nyle DiMarco, Kristy Sarah Scott, Liz Cambage, and Henrik Christiansen.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2025/BOSS-Show.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 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.

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