

Metzingen, June 18, 2022

THERE'S A NEW BOSS IN TOWN: INTRODUCING BOSS X KHABY

BOSS announces its latest limited-edition capsule collection, a collaboration with next-generation creator Khaby Lame.

More than just another social media star, Khaby represents true BOSS values. Breaking the rules to create his own success, the impactful creator has become the second most followed person on TikTok by boldly expressing himself, inspiring others, challenging the status quo – and doing it all with humor and self-awareness. Khaby is undoubtedly the new BOSS in town.

Celebrating this mindset and the spirit of being your own BOSS, the capsule fuses dynamic BOSS design with Khaby's wit and bold self-expression. This exclusive collaboration is comprised of all-black styles with leather details and a signature logo depicting Khaby's likeness. The pieces include a T-shirt, hoodie, and varsity jacket. To round out the collection, a doll of the social media star co-created by Khaby himself will be released on his social media channels. It is designed to be both a standalone accessory and an attachment that can be snapped onto the hoodie.

The capsule – first released as a limited-edition collection available exclusively at the BOSS Store in San Babila, Milan on June 17 – is available globally on boss.com starting June 18.

On the first day of Milan Men's Fashion Week BOSS and Khaby celebrated the launch of the BOSS x Khaby collection in the Italian fashion capital. To kick off the celebration, Khaby arrived at the BOSS Store in San Babila, Milan, flanked by a team of BMX riders wearing pieces from the collection who had spent the day crossing the city.

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PRESS RELEASE

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Local fans of the sensational creator and TikTok superstar had the chance to meet and greet Khaby, and have their pictures taken together on a set crafted for the occasion. Creating a party atmosphere in the store, Italian DJ duo Polly & Pamy provided music for the crowd.

That evening, BOSS took over iconic Milan nightlife spot Plastic to carry on the party into the night. An invited crowd including Blake Gray, Ross Butler, Akamz Twenty, Jordan Barrett, Yusuf Panseri, Mattia Stanga, Anna Dello Russo, Rosalba, Aya and Ami Amiaya spent the night celebrating with Khaby to music spun by AUDIOCOMINGSOON, Sergio Tavelli, Andrea Ratti, Polly & Pamy, and Marvally. As they danced in the dynamic club, guests were joined by performers wearing the collection, capturing its spirit of bold self-expression.

High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/62aaed7d0747600009d6f7dc>

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

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