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HUGO TEAMS UP WITH SLAWN TO LAUNCH NEW VISA CASH APP RACING BULLS F1™ TEAM LIVERY AND HUGO X RB CAPSULE IN LONDON

Continuing to take F1™ off-track and break the conventions of the sport, HUGO partnered with Slawn – the UK's most in-demand young painter – to unveil the new, Slawn-designed, Visa Cash App Racing Bulls (VCARB) Formula One™ Team livery for the British GP™ at Flannels X in London last night.

In a reveal set to disrupt the norms of F1™ once again, Nigerian artist Slawn pulled back a graffitied canvas to reveal the new-look VCARB 02 car, embellished with his unmistakable spray-painted style for this weekend's FORMULA 1™ QATAR AIRWAYS BRITISH GRAND PRIX™ at Silverstone.

Following the show-stopping reveal of the new race car livery at the HUGO x RB by Slawn pop-up inside the Flannels X store, guests had the opportunity to meet Visa Cash App Racing Bulls Formula One™ Team drivers Isack Hadjar and Liam Lawson. Later, at the after-party event, also staged at Flannels X, Slawn worked live on-site painting exclusive customizations of HUGO x VCARB teamwear shirts and signing posters of his livery design, creating one-of-a-kind artworks for fans to take home. The event drew several special guests, including Craig Mitch, Pitstop (Jake Boys and Fabio Bocca), Maximilian Chester, and Kezia Cook.

"Art meets speed, and I brought the madness – big love to HUGO and VCARB for trusting the vision," said Slawn.

HUGO has also launched a new capsule with Slawn in its off-track HUGO x RB range, presenting a clash of heritage tailoring combined with street art influences – further carving out its spot as a disruptor in the F1™ universe. Available exclusively at Flannels and on hugo.com in the EMEA region, Slawn has staged a takeover of the HUGO x RB collab, creating a capsule of styles emblazoned with spray-painted motifs in his signature caricaturistic style. The limited-edition HUGO x RB by Slawn capsule features a chestnut brown, single-breasted blazer in herringbone-patterned wool-blend fabric – a symbol of tradition, reworked and defaced with a caricature motif in black spray paint-effect across the front of the piece. A casual tailored hoodie in the same chestnut herringbone wool blend also

features a large, spray-painted face print. These versatile, infinitely mixable tailored pieces feature removable, numbered tags on the sleeve denoting their place in a strictly limited production run. A V-neck polo shirt decorated with a paint-splatter effect, a crewneck sweatshirt, oversized tees, and a cap adorned with Slawn's characteristic face and eye motifs in black, white, and HUGO red round out the capsule. The pieces feature Slawn's signature and HUGO x RB branding.

"Witnessing the big reveal of Slawn's fresh, energetic art on the VCARB Team's new livery and his exciting takeover of the HUGO x RB collab has been inspiring, and will consolidate HUGO's ambition to take F1™ further off-track and into culture. This collaboration is a brilliant demonstration of the power of going your own way, which is at the core of HUGO's DNA. All eyes will be on VCARB during the action at Silverstone," said James Foster, SVP of Global Marketing at HUGO BOSS.

Keeping the buzz going citywide, Beau Beau's, an East London café and community hub founded by Slawn, will transform into the HUGO Race Car Café on the weekend of July 6-7. Featuring custom HUGO window vinyls and coffee cups, this takeover will celebrate the HUGO X RB by Slawn collaboration, with entertainment throughout the weekend. On Saturday, visitors can race against each other on an F1 racing simulator, with a prize for the fastest lap.

HUGO x RB by Slawn represents a three-way collab of HUGO style, racing prowess, and artistic authenticity. This limited-edition capsule is available exclusively at Flannels and online at hugo.com in the EMEA region.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/hugo/fall-winter-2025/HUGO-x-RB-by-Slawn.html>

About HUGO and HUGO BOSS:

HUGO, the younger of the two HUGO BOSS brands, provides a platform for self-expression and an authentic way of dressing. Globally engaged and culturally fluent, the brand crafts clothes with individuality and attitude for those who dare to break with convention; those who set trends rather than follow them. Additionally, HUGO-licensed fragrances, watches, eyewear and kidswear all capture a youthful spirit. HUGO BOSS is one of the leading

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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.

About Slawn:

Nigerian artist Olaolu Akeredolu-Ale, aka Slawn, launched himself into painting while isolated in a shared flat with 10 others during pandemic lockdowns. His works are bold, abstract, and colorful, exploring themes of identity, culture, and modernity.

From becoming the youngest artist to design the Brit Award in 2023, to his ongoing collaboration with the Emirates FA Cup, and his work with musical icons including SZA, Beyonce, and A\$AP Rocky, there is no doubt that Slawn has set standards for aesthetics and design since his arrival on the art scene.

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

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