



Press Release

## **BOSS Menswear Fall/Winter 2018 Fashion Show Sports Tailoring**

New York City, February 7, 2018. For Fall/Winter 2018, BOSS fuses its iconic tailoring with sportswear, presenting a unique take on athleisure. Having held shows several times in New York, the brand takes inspiration from the city, its imagery, icons and sports.

The season introduces an all-new silhouette in response to the athleisure influence that runs through the core of the collection. Oversize tops are set alongside subtly cropped, tapered pants, lending an athletic look. Padded elements play a major role with voluminous down outerwear and quilted pants in super-soft leather and wool-cashmere fabric.

Tailoring gets a sportswear twist, courtesy of new combinations like relaxed tailored pieces updated with contrast yellow piping or a baseball shirt in a clean-cut silhouette. Drawstring waists and ribbed cuffs are added to neatly tailored pants in another display of sartorialism with an athletic edge. Sharp pinstripes feature along garments in a seamless crossing point for the worlds of sports and tailoring.

Showing a dedication to craftsmanship, elaborate embroidery provides a new luxe rework on the sportswear theme. Cut with precision from rich wool and cashmere, brand logo patches, featuring pitchers, batters and the HUGO BOSS initials, are stitched onto baseball jackets and sweaters alike. Oversize capes are the key cover-up, crafted from technical nylon fabric or wool-cashmere that has been intricately hand-embroidered with baseball graphics.



The BOSS signature, double-breasted tailoring, appears on the runway in the form of long cashmere greatcoats in soft, structured wool, while tailored jackets in stretch-nylon lend a new technical touch to the brand's iconic suiting. A bold highlight, shiny coated-nylon outerwear designs in bright yellow and clean white bring new energy to more formal pieces.

Accessories complement the new look where traditional tailored styles meet sports. Nylon fabric panels redefine sartorial leather boots and penny loafers are finished with chunky, contrast soles, while backpacks are reworked in rich leather.

The color palette is classically sartorial in shades of gray, blue and brown – off-white, charcoal, deep navy and cognac for instance – but highlighted with bold yellow for sportswear flair.