



Press Release

BOSS joins forces with Industrial Designer Konstantin Grcic to design a special collection

Metzingen, July 17, 2019. In the context of its BOSS Menswear Fall/Winter 2019 campaign, the fashion brand has invited renowned industrial designer Konstantin Grcic to collaborate with them on a line of signature products. Together with the BOSS design and production team, the Berlin-based designer has developed an urban style jacket and coat, both showcasing his unique handwriting. The jacket and coat are complemented by three T-shirt designs, featuring Grcic's own sketches of the buzzing metropolises of Milan, New York, and Shanghai.

All the products in the BOSS x Konstantin Grcic range are closely connected to traveling, an underlying theme of the BOSS Fall/Winter 2019 collection. The jacket and the coat are both designed with function in mind, bringing together Grcic's penchant for industrial design and his unique vision, to create garments that are perfect for travel. Reflecting Grcic's vision of the ideal travelling outfit, they feature a carefully considered set of see-through inner pockets uniting functionality with accessibility. The jacket's unconventional button layout together with a nearly invisible integration of the outer pockets into the seams creates a clean, sharp look. Whether the journey is short or long, the stretchy high-quality wool material increases the flexibility and comfort of the jacket. The coat accents its shape by adding zippers on the outside pockets for easy protection, bridging the gap between classic raincoats and functional outerwear. The unique use of lightweight water-repellent cloth with a detachable and storable hat further emphasize this multifunctional design concept. The special features of each style have been individually considered, to provide a unique experience for modern travelers and to reflect iconic elements of industrial design.



"Travel has become dominated by traveling for work, and being perfectly equipped is just a necessary thing. It is all about efficiency, so it is important to have things by your side that make travel as comfortable for you as can be. It was important for me to find the right balance between practicality and elegance," Konstantin Grcic explains.

The T-shirt styles in the range feature sketches that illustrate Grcic's take on three exciting cities around the globe: highlighting the elegance of Milan's iconic architecture, the impressive nature of New York's skyline, and the rich history of Shanghai. Each style is available in two different colors, varying between light gray, medium gray, navy, storm blue, and white.

The collection will be available in selected BOSS stores, online and at selected wholesale partners worldwide from September 2019.

Further information on the company can be found at group.hugoboss.com. For the latest news on our collections, visit hugoboss.com.

If you have any questions, please contact:

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