



Press Release

BOSS Pre-Fall 2020 Fashion Show presented in Shanghai

Metzingen, October 17, 2019. Following the success of the Spring/Summer 2020 fashion show in Milan two weeks ago, BOSS will present its Pre-Fall 2020 collection in Shanghai on Friday October 18, followed by an afterparty.

“We chose Shanghai as the stage to debut our BOSS Menswear and Womenswear Pre-Fall collection as it is a dynamic city on its way to becoming an international fashion capital,” said Ingo Wilts, Chief Brand Officer of HUGO BOSS AG.

After having launched its first ever 3D fashion show livestream in Beijing in 2012, BOSS showed a new collection in Shanghai just a year later. The time has now come to return to Shanghai, one of China’s leading fashion hubs.

The upcoming event also marks the company’s commitment to the market and its importance to the brand. HUGO BOSS can look back on a long history with the country, having entered the market over two decades ago. Today, numerous directly operated stores in Greater China belong to the group’s own retail store network.

To underline the market’s significance further, the company launched the HUGO BOSS ASIA ART Award in 2013, honoring young and upcoming Asian artists together with the Rockbund Art Museum, Shanghai. The fourth edition of the award will be celebrated the evening before the fashion show, October 17, with the exhibition opening at the museum, showcasing works of the four 2019 nominees.



For more on the upcoming fashion show visit boss.com/boss-loves-shanghai.

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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