



Press Release

## **BOSS launches holiday hashtag challenge on TikTok**

Metzingen, December 6, 2020. This holiday season, BOSS has created the hashtag challenge #MerryBOSSmas on TikTok, celebrating joy, creativity and optimism. The challenge uses the uniqueness of the brand's campaign to increase community engagement, offering an inspiring playground for users to celebrate in. Users can immerse themselves in the BOSS Christmas world, creating content full of illustrations by New York-based illustrator and artist Justin Teodoro. The stars, hearts and other graphic elements he has created form a key part of the brand's holiday campaign this year.

As part of the challenge in Germany, the UK, USA and Canada, TikTok users will take on the role of mannequin, showing different BOSS looks with branded effects. A "BOSS" song interpreted by LODEF ft. Fleur East – a former contestant on The X Factor – has been produced especially for the challenge. Popular TikTok creators such as Stephen & Allison Boss, Brittany Xavier, Bryanboy and Leonie Hanne will be taking part.

The campaign follows a successful year for BOSS on TikTok. Launched in May, the brand's channel has already won more than a quarter of a million followers, many of whom first discovered the account through the #SuitChallenge, a series of viral videos starring Chris Hemsworth amongst others. This was followed by exclusive content around the brand's September runway show, made alongside a TikTok creator group with [@futuristix](#), [@erick\\_okam](#), [@imchriscross](#) and [@marvinmarioo](#), targeting Gen Z with original fashion-week content. A livestream of the event was also broadcast on eight other channels including Instagram, WeChat, Tmall, and Tencent. The BOSS x Justin Teodoro hashtag challenge emphasizes BOSS's commitment to original and entertaining content on TikTok.



“TikTok allows us to target a younger audience and make more playful, engaging and authentic content along with some of the top creators on the platform. The hashtag challenge demonstrates the edge we can bring to this channel: vibrant content augmented with unique BOSS touches, such as the special “BOSS” song we have created. The global challenges in 2020 offered space for innovation and video content has only become more relevant. Our aim is to bring fashion to the TikTok community in creative ways and introduce them to our brand.”

**Lüder Fromm, Director of Global Marketing and Brand Communications at HUGO BOSS**

“With their innovative and engaging campaign, BOSS is striking just the right note with TikTok, inspiring our community in a genuine, joyful and positive way. BOSS' involvement and collaboration with TikTok has shown that our community has a strong desire to explore the fashion and luxury industry and to express their creativity in this area.”

**Thomas Wlazik, Managing Director Global Business Solutions, TikTok Germany**

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### Notes to Editors

- BOSS TikTok account: <https://www.tiktok.com/@boss>
- Since May 2020 with 265k followers and 2.9 million likes
- Holiday campaign hashtag challenge #MerryBOSSmas
- Stephen & Allison Boss  
<https://www.tiktok.com/@twitchtok7?lang=en>  
<https://www.tiktok.com/@allisonholkerboss?lang=en>
- Brittany Xavier <https://www.tiktok.com/@brittany.xavier?lang=en>
- Bryanboy <https://www.tiktok.com/@bryanboy?lang=en>
- Leonie Hanne <https://www.tiktok.com/@leoniehanne>
- Nic Kaufmann <https://www.tiktok.com/@nickaufmann?lang=en>
- The Sharp Twins <https://www.tiktok.com/@thesharptwins?lang=en>
- Daisy Jelly <https://www.tiktok.com/@daisyjelley>



### **About HUGO BOSS**

HUGO BOSS is one of the global leaders in upper premium fashion. With its headquarters in Metzingen, Germany, the company creates high-quality ready-to-wear and accessories for women and men under its BOSS and HUGO brands. Seasonal collections feature the fashion house's iconic tailoring and eveningwear, as well as casualwear and sports apparel, through to leather accessories and licensed products including fragrances, eyewear, and watches. For many years, HUGO BOSS has been engaged in the fields of sport and the arts. Within the former, it taps golf, sailing, soccer and motorsports, in line with the brand values of success, precision, innovation, and sustainability.

### **About TikTok**

TikTok is the leading destination for short-form mobile video. Our mission is to inspire and enrich people's lives by offering a home for creative expression and an experience that is genuine, joyful, and positive. TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Mumbai, Singapore, Jakarta, Seoul, and Tokyo. [www.tiktok.com](http://www.tiktok.com).

TikTok for Business: [www.tiktokforbusinesseurope.com](http://www.tiktokforbusinesseurope.com)

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