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AARON PIERRE SHOWCASES THE POWER OF THE PERFECT SUIT FOR BOSS FALL/WINTER 2026

For Fall/Winter 2026, BOSS puts tailoring at the core of its brand expression with a new global campaign that celebrates modern suiting. Fronted by British actor and BOSS ambassador **Aaron Pierre**, together with American model **Grace Elizabeth**, the campaign captures a new generation of BOSS individuals in moments of focus, movement, and authority.

Perfectly cut tailoring – at the heart of the BOSS DNA – represents more than a style choice; it's a state of mind. With Aaron's powerful presence and grounded vision of success, and Grace's effortless elegance, they embody the spirit of the brand: ambition, confidence, and the conviction to Be Your Own BOSS.

The campaign film and accompanying imagery, shot by Matthew Brooks, follow Aaron and Grace through London. They move with purpose in strong, impeccably tailored looks fit for the modern world. The visuals trace their journeys from getting ready to going out, showing the versatility of BOSS tailoring, which combines precision craftsmanship, contemporary design, and effortless wearability for every aspect of modern life. Much like Pierre's own approach to style, the collection favors pieces that feel genuine and expressive, where nothing is overdone. Whether worn to the office or in more laid-back settings, it's a confident companion to all the ways a BOSS lives.

"A BOSS suit feels like an instant upgrade in confidence," says Aaron Pierre. "I'm excited to be part of a campaign that proves that tailoring doesn't have to be reserved for milestone moments – it can give you that final touch of style and strength whenever you need it to. Above all, it's about an attitude. Nobody does this quite like BOSS."

Continuing the campaign's storytelling, actress Victoria Pedretti, NFL quarterback Jaxson Dart, and two Olympic athletes – swimmer Wang Shun, and runner and returning BOSS brand ambassador Alica Schmidt will front a series shot across London, New York, Hangzhou, and Berlin. Each talent returns to places that shaped them and that inspired them to the paths they're defining today. The campaign will be supported by a 360-degree marketing campaign amplified through outdoor advertising in key cities around the world.

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The BOSS Fall/Winter 2026 collection will be available at BOSS stores worldwide, on boss.com, and via wholesale partners.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2026/Global-Campaign.html>

About BOSS and HUGO BOSS:

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kidswear complete the brand. The world of BOSS can be experienced in 485 own stores worldwide. BOSS is the core brand of HUGO BOSS, one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 128 countries at around 8,000 points of sale and online in 74 markets via hugoboss.com. With more than 17,500 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.3 billion in the fiscal year 2025.

If you have any questions, please contact [press\(at\)hugoboss.com](mailto:press(at)hugoboss.com).

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