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RED MEANS GO: HUGO KEEPS AMBITION MOVING FOR FALL/WINTER 2026

HUGO unveils the next chapter of Red Means GO: a platform born to represent a generation building their own path, on their own terms. The first chapter explored the friction that sparks ambition. Fall/Winter 2026 follows the cast through the rhythm of everyday life – moving through the city, chasing ambition, and keeping momentum alive.

This season, Aaron, Tereza, Cato, Temi, and Nick – five international creatives, each embodying a distinct facet of ambition in motion – return to bring the Red Means GO ethos to life. This cast of creators, makers, and instigators explores the doubts, pressures, and expectations that come with choosing progress over comfort. They show us that starting was never the hard part – staying the course is. While our talents have different callings, they share ambition. Moving through the city with restless energy, they're connected by the same determination to keep moving forward.

A new series of provocative messages capture the internal friction of this phase of ambition and self-motivation. "You have potential, but...", "Deep down, you know", "That's not how the world works", "Okay, but it's a very competitive industry...", and "It's not exactly a career", confront our heroes across social media and digital platforms.

These statements give a voice to the doubts, pressures, and expectations that accompany the pursuit of progress, reflecting an internal dialogue that threatens to stifle dreams. Each brings their own momentum to the campaign, expressed through candid, city-driven imagery and film. In a world of polished perfection, this is raw, real, and unfiltered, capturing the energy and determination of a generation that refuses to stop.

To express their personalities and ambitious mindset, the cast was styled in standout pieces from the HUGO Fall/Winter 2026 collection, with sharp tailoring continuing to define the offer. For menswear, texture takes center stage—the HUGO check is reimagined in winter's palette across tailoring and outerwear, while sateen fabric brings a refined finish to precise silhouettes. A Nappa leather jacket with a shirt collar and chest pockets is paired with tailored baggy-fit jeans in black rigid denim, layered over a relaxed-fit cardigan that adds tactile depth. For womenswear, the focus is on long-line silhouettes and sleek, narrow cuts—single-breasted blazers in heritage fabrics sit alongside fine-gauge knits and structured coats

with playful lapels. '90s in spirit, right now in attitude: this collection brings warmth, texture, and an unmistakable HUGO edge to the journey ahead.

THE CAST

- Berlin-based actor **Aaron Altaras** is part of a new generation of creatives emerging from the German capital. Always on the go, his social media feed captures this creative as he explores new places and puts his work out into the world.
- Czech photographer and director **Tereza Mundilová** roams between Berlin, Paris, and NYC, exploring the space between pop culture and the underground in collaboration with major talents, fashion brands, and media.
- London-based multidisciplinary artist and musician **Cato** combines collage, airbrush, and vintage imagery in his paintings, exploring Black culture, art history, and belonging. A self-taught animator and musician, his work has been shown internationally
- From the world of art curation, London curator **Temitayo Famakinwa** works across art, media, and digital culture. She played a key role in shaping the Saatchi Yates gallery content and social strategy for major exhibitions in 2025, helping extend their reach to global audiences and rethinking how galleries connect with their communities.
- **Nick Cheo** is a bedroom DJ from Ohio known for playful, genre-blending mashups that mix humor with sharp musical taste. With millions of views, his work has caught the attention of artists like Tinashe, Zack Bia, and Verdy. Cheo recently supported PinkPantheress' sold-out North American tour.

The HUGO Fall/Winter 2026 collection is now available worldwide in HUGO stores, via wholesale partners, and online at hugo.com.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/hugo/fall-winter-2026/global-campaign.html>

About HUGO and HUGO BOSS:

HUGO, the younger of the two HUGO BOSS brands, provides a platform for self-expression and an authentic way of dressing. Globally engaged and culturally fluent, the brand crafts clothes with individuality and attitude for those who dare to break with convention; those who set trends rather than follow them. Additionally, HUGO-licensed fragrances, watches, eyewear and kidswear all capture a youthful spirit. HUGO BOSS is 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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