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HUGO FALL/WINTER 2026 PUTS A NEW SPIN ON '90S TAILORING

For Fall/Winter 2026, HUGO presents a wardrobe for a generation on the move. '90s in spirit and modern in attitude, the season combines sharp tailoring, utilitarian influences and tactile cold-weather textures across menswear and womenswear. Leather, denim, herringbone and soft winter layers bring depth to familiar silhouettes, worn with the raw, unfiltered edge that defines HUGO this season.

KEY COLLECTION NOTES

- '90s influences are reworked through modern tailoring, strong silhouettes and tactile winter textures.
- Menswear focuses on HUGO check, herringbone, Nappa leather, sateen utility-style pieces, rigid denim and ribbed wool.
- Womenswear combines '90s glamour with '60s alpine references, led by hourglass tailoring, leather and cashmere-blend outerwear.
- The palette moves through tinted white, mushroom, brown and black, with lacquer-red accents.

Tailoring remains at the core of HUGO menswear, with texture taking centre stage this season. Key pieces include a rich brown Nappa leather jacket with a shirt collar and chest pockets, giving the look a utilitarian edge, styled with black rigid baggy-fit jeans and a slim-fit turquoise cotton shirt. A dark-grey herringbone suit jacket is paired with relaxed straight-leg pleated trousers and a black zip-front overshirt, combining formal tailoring with workwear-inspired details. A relaxed black rib-melange wool-blend cardigan, layered over a crisp shirt, brings texture and ease to the winter wardrobe. Scotch-grain derbies, lug-sole derbies and a buffalo-leather belt complete the looks, grounding each in HUGO's contemporary edge.

HUGO womenswear for Fall/Winter 2026 combines '90s-inspired tailoring with '60s alpine influences. Chic tailoring in rich wool, black-crystal accents and Italian cashmere-blend outerwear sit alongside an oversized brown leather biker jacket, a fitted ribbed jumper with detachable scarf and straight-leg black Japanese-denim jeans, balancing structure with fluidity. Tailoring is led by a structured hourglass blazer with strong shoulders and rhinestone detailing, styled with high-waisted kick-flare trousers, a cashmere-blend turtleneck and a long tailored coat. A structured shoulder bag and sleek boots complete the look.

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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