Press Release

Metzingen, November 4, 2026

FROM SNOWY DAYS TO FESTIVE NIGHTS: BOSS SETS THE SCENE FOR HOLIDAY STYLE IN 2026

This holiday season, BOSS becomes the definitive destination for winter style and celebration, inviting everyone into a world where the magic of the festive period meets confident, modern dressing. Set within a snowy landscape with a refined European sensibility, the BOSS Holiday campaign for 2026 brings to life the place where people arrive, come together, and mark the season.

Noah Mills, Grace Elizabeth, Juhyung Kang, Hamid Onifade, and Annemary Aderibigbe star in the campaign, with photography by Dan Jackson. The alpine setting provides a crisp, wintry backdrop, amplifying the contrast between intimate daytime moments and high-impact evening glamour.

The campaign unfolds in different chapters, reflecting the rhythm of the season – from cozy days to elevated evenings. Guests arrive throughout the day, each introducing a distinctive winter look. As they share moments of connection outdoors in the mountainous landscape, BOSS spotlights relaxed layers and tactile textures designed for warmth, comfort, and unmistakable style. As night falls, sharply cut tuxedos, dresses, and statement accessories capture the spirit of the holidays in signature BOSS style.

This winter, BOSS reunites with Steiff for another exclusive collaboration, where iconic craftsmanship meets pure delight in teddy-inspired ready-to-wear, accessories, and an exclusive bear with matching bag charm. Ideal for gifting, the capsule sits at the heart of a curated selection of accessories, fragrances, eyewear, and clothing that makes finding the perfect holiday present effortless.

On social media, BOSS brand ambassadors S.COUPS, Fernando Alonso, Shohei Ohtani, and Alica Schmidt are joined by Rebecca Donaldson, Luke Newton, Jenson Button, and Josephine Skriver to celebrate the holiday season. Through a series of episodes, the talents explore the search for the perfect gift, the joy of giving and unwrapping, and personal reflections on the season, bringing the BOSS holiday collection to life.

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The BOSS Holiday collection will be available online at boss.com and in BOSS stores worldwide. The BOSS x Steiff capsule will additionally be available for purchase at steiff.com, and in selected Steiff stores in Germany.

High-resolution images can be downloaded from:
https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2026/Holiday-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.

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