

Metzingen, September 23, 2022

## **SOFT POWER: A NEW INTERPRETATION OF THE POWER SUIT**

### **BOSS REVEALS FALL/WINTER 2022 COLLECTION AT STAR-STUDED SHOW IN MILAN**

BOSS delves deeper into the meaning of the brand's Be Your Own BOSS core motto with a Fall/Winter 2022 collection deconstructing the idea of power dressing with references to BOSS's rich sporting heritage.

Unveiled at a star-studded fashion event at Milan's Velodromo Vigorelli on the night of September 22nd, the collection takes iconic pieces from the BOSS archive as a starting point, and reinvents them for a new generation, to redefine what being a BOSS means today.

The new collection was revealed before a packed audience of more than 1,000 guests at Milan Fashion Week. The fashion show was followed by an after party in the same location with DJ sets by headliner Honey Dijon and Orazio Rispo.

Taking inspiration from the power sport of motorcycling, the set-up of the venue featured caged globes of steel, dramatically lit by graphic light beams and lasers. This set the stage for bikers dressed in custom black BOSS outfits to trace a runway on the ground with motorbikes, before entering the spheres to begin a gravity-defying performance as a backdrop to the fashion show. The result was another stunning social media moment for the brand, as it continues to target a younger and more global demographic as part of the HUGO BOSS Group's CLAIM 5 growth strategy. Understanding that its digital-first consumer wants to purchase runway looks as soon as they are revealed, BOSS has chosen to continue with the hugely successful "See now, buy now" approach of its BOSS x Russell Athletic and Dubai shows in the past year.

BOSS campaign stars Naomi Campbell, Future, Khaby Lame, Anthony Joshua and Alica Schmidt walked in the show, joined by Ashley Graham, Jordan Barrett, Big Matthew, Adut Akech. Also in attendance and seated front row were brand ambassador Lee Minho, fragrance ambassador Laura Harrier, J Balvin, Bella Thorne, Ross Butler, Patrick Schwarzenegger, Tinashe and Tenoch Huerta. A line-up of social royalty including creators

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**BOSS**

Younes Zarou, Blake Gray, Akamz Twenty, Bella Poarch, Chase Hudson, Zach King and Ox Zung were spotted at the event.

The Fall/Winter 2022 show was livestreamed across multiple platforms as well as on hugoboss.com, with items instantly shoppable via the livestream in 13 countries across Europe. In the UK, BOSS also became the first premium brand to enable followers to shop directly from its TikTok livestream, using the new TikTok Shop feature.

"Our archive is the beating heart of BOSS and the brand's legacy," says Marco Falcioni, Senior Vice President Creative Direction of HUGO BOSS. "We were inspired by some iconic BOSS campaign images from the 90s to explore our power suits from decades past, and to ask ourselves: how can we capture the empowering mood of these pieces for a new generation? We were drawn towards the idea of soft power this season. Suiting that is less of an inflexible shield around the wearer, and more an expression of individuality, freedom, and self-expression. This collection is all about dressing like a BOSS, whatever that means for you".

Rather than focus on a particular key look, the brand presents a variety of silhouettes for Fall/Winter 2022, inviting individuals to choose pieces that resonate with them personally. Drawing on the brand's consummate tailoring expertise to play with silhouette, fabric, and proportion, the collection offers various interpretations of the original power suit, from the slouchy to the more sculptural.

In this new era, the idea of power is multi-faceted, and strength arises from softness. Classic pieces that have embodied empowerment in years gone by – the traditional full canvas suit jacket, or leather motorbike pants – are reworked in fluid shapes and delicate materials, proving that clothing doesn't have to be rigid or protective in order for its wearer to feel like a BOSS.

Soft shades of charcoal, cream, and brown join the BOSS colors of black, white, and camel, as the boundaries of the iconic palette begin to expand. An evolution of the bold BOSS logo also signals the determination of the brand to never stand still, and to continually question what it truly means to be your own BOSS.

BOSS Fall/Winter 2022 is now available at boss.com and in BOSS Stores worldwide.

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High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/632d21b566dafab7476531ea>

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