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THE PURSUIT OF EXCELLENCE THROUGH THE ART OF DRESSING

For Fall/Winter 26, BOSS pays tribute to its own heritage in craftsmanship, which has defined the language of tailoring: a dialogue of cut and precision that shapes character and commands presence in those who wear it.

Archive suiting jackets from the late 1980s, featuring sculpted shoulders, are updated with higher lapels inspired by designs from the late 1990s. Broad-shoulder silhouettes are rebalanced through a narrower waist. Double-breasted jackets are paired with single-pleated trousers, while three-button jackets are styled with more relaxed, double-pleated trousers.

The pleasure of dressing, elevated to a true art form in the pursuit of excellence, becomes the foundation of a collection that does not look back in nostalgia, but redefines heritage with intent – for every individual who claims tailoring as their own.

Archival embellishments in printed silk and jacquard – used for neckties, pocket squares, scarves, and cummerbunds – are reimagined in exquisite new floral designs, such as peonies, calla lilies, and lilies, and are worn with tailored jackets and coats for both day and evening.

For both womenswear and menswear, at the heart of the season lies a singular idea: confidence through construction.

In outerwear, luxurious fabrics are combined with technical materials borrowed from sportswear, creating sophisticated, hybrid styles with an unexpectedly tactile richness. Modern finishes sharpen familiar forms into statements of contemporary authority – seen in nylon trenches with tailored lapels in rich brushed alpaca, and leather coats bonded with sumptuous cashmere.

Every seam is purposeful. Every proportion considered. Every detail resolved. This is masterful tailoring as a language of ambition, designed for those who wear success not as a display, but as an identity, with intention and confidence.

Fall/Winter 26 defines the evolution of tailoring at BOSS: heritage refined, precision elevated, confidence built into every stitch.

"The inspiration for my team and me came from creative trailblazers – artists, actors, writers, and musicians – who, at defining moments of their careers, choose to wear tailoring. This collection celebrates and reconstructs these sartorial success symbols through a modern lens. In tailoring – whether a three-button single-breasted suit, a perfectly tailored coat, a crisp shirt, or the most elegant silk neckwear – the message on the runway is clear: it's even more powerful when you make it your own," said HUGO BOSS Creative Director Marco Falcioni.

"One of our key ambitions was to position tailoring within a more lifestyle-driven context, moving away from traditional office attire and aligning it with hybrid situations. As just one example of this approach, we styled some suits with equestrian-inspired boots, whose silhouettes are derived from an archival men's loafer. Texture – and the art of manipulating fabrics to create something unexpected – was key. Leather, which has become a pillar in the BOSS wardrobe in recent seasons, played an important role. By experimenting with this material, we see it featured throughout the collection in different iterations, like sturdy leather with a soft hand feel, ostrich-effect leather, and ponyhair-effect leather. Even knitwear was taken in a new direction, introducing a sharper edge through unique knitting techniques that echoed the same bigger, bolder attitude seen across the collection," said Falcioni. "The color palette followed the best expression of the materials' texture, including ink black, midnight navy, smoky gray, olive, russet brown, warm terracotta, and golden ochre. We wanted to offer an uplifting point of view: sophisticated, elevated, positive, and full of BOSS confidence."

AN EXCLUSIVE CATWALK-TO-CLOSET EXPERIENCE

The key themes of the show were carried into a selection of shoes and accessories that HUGO BOSS XP members, the brand's exclusive loyalty program, could shop online as soon as they made their runway debut. They included an Italian-crafted monk shoe, featuring a statement buckled strap and a special hidden detail: "BOSS" spelled out in cobbler's nails on the sole. Also available was an oversized men's bag – an elevated take on one of the brand's popular silhouettes – crafted in Italy from buttery-soft leather and detailed with striking hardware, hand-stitched details, and a goatskin lining.

Another piece handcrafted in Italy, the BOSS Revers bag appeared in a special runway edition. Originally introduced in the Spring/Summer 26 collection as a new hero accessory, inspired by the lapel of the suit as an emblem of power and precision in tailoring, the BOSS Revers was also seen on the arm of several front-row guests.

Completing the members-only selection was a neckwear set designed for all genders, comprising a tie, scarf, and pocket square. Each piece was crafted in Italy from silk and offered a look into the BOSS archives, with authentic paisley artworks and signature patterns reimagined for today's style codes.

SEEN ON THE FRONT ROW

Over 600 guests attended the fashion show, including brand ambassadors David Beckham, S.COUPS, Meghann Fahy, Alica Schmidt and Wang Shun. Notable names from the entertainment, sport, and creative industries were also seen on the front row, including Luke Newton, Cat Burns, Maisa Silva, Emilia Mernes, Joseph Zada, Josh Heuston, Robbie G.K., Mew Suppasit, Fei Wang, Liu Xueyi, Lyas, Delilah Belle, Pia Wurtzbach, Cheng Chang Fan, Yamato, and Alexandre Pato.

The set for the fashion show echoed the season's elevated aesthetic – with a nod to the craft behind the collection. Milan venue Rubattino56 was transformed into an architectural marvel, dressed for success: bands of material were pulled across the room, locked into a moment of controlled tension, while the texture and tone of the runway carpet were inspired by the ochre crushed velvet featured in the collection.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2026/BOSS-Fashion-Show.html>

Press ReleaseAbout 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 around 500 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 129 countries at more than 8,000 points of sale and online in 74 countries via hugoboss.com. With more than 18,500 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.3 billion in the fiscal year 2024.

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

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