Press Release

HUGO

Metzingen, March 11, 2026

HUGO SPRING/SUMMER 2026: A COLLECTION FOR THE SELF-MADE IN-THE-MAKING

Practical yet aspirational, the Spring/Summer 2026 offering is a wardrobe for those in transit – between jobs, ideas, cities – who need clothes that can keep pace with a life that doesn't move in straight lines.

In menswear, the collection's self-starting spirit takes shape through retro "resort" styles filtered through HUGO's modern, metropolitan lens. A boxy double-breasted blazer over a Cuban-collar shirt, with matching pleated trousers and a tortoiseshell tote, is built for days that move from side hustle to late-night meeting without a change of outfit. A long-lined, double-breasted suit in textured weave loosens traditional tailoring to reflect a new kind of ambition: less boardroom, more "build-your-own brief."

The womenswear offering opens with a cropped rain mac – cinched with a tortoiseshell buckle – over a '60s A-line mini in geometric dogtooth. Bronzed sequins illuminate loose, wide-legged co-ords paired with pillowy bags and kitten-heeled mules that mine retro codes with modern restraint. In a final gesture of quiet ambition, a fluid white suit, D-ring cinched with barely-there sandals and a classic black shoulder bag, offers a minimal, metropolitan answer to getting ahead on your own terms: precise, versatile, and unmistakably GO.

The HUGO Spring/Summer 2026 collection is now available worldwide in 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/hugo-spring-summer-2026/Global-Campaign.html

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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.

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