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## **A WALK-ON FIT FOR A BOSS: TAYLOR FRITZ SERVES STATEMENT STYLE IN LONDON**

In a standout moment on one of the world's most iconic sporting stages today, tennis ace and BOSS brand ambassador Taylor Fritz entered Court 1 for his match against Dušan Lajović in a custom BOSS look. This career-first statement walk-on for Taylor brought together sharp tailoring and high-performance sport in a confident expression of BOSS – capturing the energy, tradition, and global spotlight of London's internationally renowned tennis championship, on and off the court.

"The walk-on sets the tone. Here, you feel the tradition and the scale of the moment, so with BOSS we created something that feels elevated yet effortless. It's designed so I can transition quickly and shift straight into match mode, fully focused on competing," says Taylor Fritz.

Taylor's personalized BOSS walk-on look comprised a relaxed, double-breasted suit crafted from fresh white cotton with a distinctive slub texture. The fabric's natural irregularities provided a depth and character across the clean silhouette, presenting a refined summer alternative to traditional tailoring. Softly structured and intentionally effortless, the jacket featured broad lapels and an easy, contemporary fit – elevated yet relaxed.

The matching wide-leg trousers reinforced a confident, laid-back attitude while incorporating a hidden performance detail: an integrated hook-and-loop side opening that allowed Taylor to change quickly and efficiently when transitioning from arrival to competition.

Introducing a touch of personality and heritage-inspired elegance to the monochromatic palette, Taylor styled the look with a silk paisley scarf. The accessory echoed archival fabric references seen in the BOSS Fall/Winter runway collection presented at Milan Fashion Week in February. A white version of the Madison B1 bag – crafted from rich, full-grain Italian leather – rounded off the outfit with sophistication.

The overall impression was a modern interpretation of classic championship whites: combining texture, craftsmanship, and performance in a look that felt confident, contemporary – and made for one of the biggest moments in sport.

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**Press Release**

Versions of the Madison B1 bag and Taylor's match ensemble of a white BOSS polo shirt and shorts are available worldwide via BOSS stores, through selected wholesale partners, and on [boss.com](https://boss.com).

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](https://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@hugoboss.com](mailto:press@hugoboss.com)

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