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DANIEL KEARNS JOINS HUGO BOSS AS HEAD OF DESIGN FOR BOSS BY BECKHAM

HUGO BOSS and David Beckham have today announced that Daniel Kearns is the new Head of Design for the BOSS BY BECKHAM collections. He will oversee the collection creation and all elements of the design, merchandising and branding from concept to execution. He will work closely with David Beckham and be based in London.

"We are excited to have Daniel on board at HUGO BOSS. With his extensive design background and strong creative expertise, he will play a key role in further elevating our BOSS BY BECKHAM collections. The decision is therefore an important milestone in our long-term strategic partnership with David Beckham and in taking it to the next level," says Oliver Timm, CSO and Deputy CEO of HUGO BOSS.

David Beckham explains: "Daniel Kearns appointment marks an exciting chapter in my partnership with BOSS. It's testament to what the brand and I have already built together and shows that we're moving into this next phase - with a dedicated team based in London. Having known Daniel for some time, I've seen firsthand how his attention to detail and talent will be a great fit as we develop each collection."

Daniel Kearns said, "I have known David for many years and always admired his approach to design, style and curation. I am very much looking forward to working with him and the team at BOSS to bring the joint vision and David's personal style to life."

BOSS BY BECKHAM launched in May 2024 - since then, the collections have attracted many fans worldwide. Daniel's first collection will be Fall/Winter 2027.

Daniel Kearns most recently held the role of Chief Creative Officer at both Kent & Curwen and Cerruti 1881. Before that, he worked in various menswear designer positions among others at Alexander Mc Queen, John Galliano, Yves Saint Laurent and Gucci, he previously was Creative Director of Kent & Curwen when it was relaunched with David Beckham.

A high-resolution image can be downloaded from: https://author-p43105-e402742.adobeacemcloud.com/linkshare.html?sh=ff516def_59a1_4150_b374_278cc44cf79e.J9_avVyiP16Ed7Tul53dl7jDgaNzRZM4WVvJTr6JNns

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