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HUGO X ENTIRE STUDIOS: REDEFINING TAILORING WITH BOLD AMBITION

HUGO announces the launch of HUGO x entire studios, a new menswear and womenswear capsule inspired by the fearless energy of early ambition. Fusing HUGO's tailoring expertise with entire studios' signature approach to proportion and modern dressing, the collaboration delivers a directional wardrobe of futuristic suiting, statement outerwear, and elevated separates. Defined by sculptural silhouettes and considered construction, the collection balances bold design with effortless wearability, inviting individual interpretation through a modern, versatile approach to style.

"We wanted to explore what contemporary tailoring can become when you approach it with a different mindset," says Marco Falcioni, SVP Creative Direction at HUGO BOSS. "The collection brings together the worlds of HUGO and entire studios through proportion, experimentation, and a shared belief in creating something distinctive."

For HUGO, the collaboration represents another step in the evolution of its tailoring proposition – bringing a more directional perspective to the category while reinforcing the brand's heritage. The collection is designed for a next-gen audience looking for singular pieces that combine strong design with versatility, precision with attitude, and structure with freedom.

Rather than prescribing one way to wear the collection, HUGO x entire studios invites individual curation. Items are designed to be layered with sculptural outerwear, while futuristic suiting can be styled with a more relaxed, street-influenced attitude. Across the collection, pieces are curated to work seamlessly together while making an impact individually.

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The capsule's menswear pieces reimagine contemporary suiting through bold volume and utility-inspired design. A herringbone wool blazer and matching tailored trousers introduce an architectural approach, while a structured wool overcoat and statement shearling jacket bring dramatic volume and textural depth. A heavyweight cotton-twill jacket adds a functional edge, balanced by refined knitwear and elevated jersey separates that lend ease and adaptability.

Sculptural proportions and fluid draping feature in the womenswear offering. A slightly oversized blazer and matching coat feature structured shoulders and the collection's signature pleated back construction, while voluminous trousers introduce exaggerated silhouettes, satin detailing, and engineered drape effects. Soft contrasts emerge in a draped cape dress and a fluid satin-and-chiffon dress, balanced by a sharply tailored pencil skirt and a fitted rib-knit jumper with darted shaping. An oversized down-filled bomber jacket completes the wardrobe, adding a utility-inspired edge.

The HUGO x entire studios collection will be available at selected HUGO locations worldwide, on hugo.com, and through wholesale partners.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/hugo/wi26/hugo-x-entire-studios.html>

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.

About entire studios:

Founded in 2020 by New Zealand-born Dylan Richards-Diaz and Sebastian Hunt, entire studios is a Los Angeles-based fashion label exploring the intersection of luxury streetwear, technical performance and minimalist design. Defined by sculptural volume, monochromatic palettes and utilitarian silhouettes, the brand balances structure with softness and precision with distortion, delivering a considered approach to contemporary dressing.

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

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