

Metzingen, May 27, 2026

## **BOSS LAUNCHES GLOBAL FANWEAR FOR MATCHDAYS THAT MATTER**

BOSS presents a new direction in soccer-inspired style. Uniting the world's most passionate supporters with a brand built on confidence and performance, BOSS brings its distinctive aesthetic to moments where ambition, identity, and excellence take center stage. This evolution underscores BOSS's position at the intersection of sport, culture, and style - reinforcing the brand's commitment to owning the wardrobe at the game's most high-impact moments.

### **We All Wear It: The Badge, Perfected**

Only eleven players step onto the pitch, but the whole country carries the badge. Inclusive and emotional, this idea brings fans and players into the same story. For fans of international soccer and BOSS style alike, the brand unveils a bold new range of reimagined soccer jerseys, jackets, polos, T-shirts, shorts, and caps that hero national pride in a fresh, elevated way. Made for the stands, the streets, and every moment in between, this drop speaks to fans who live every tackle, every run, and every goal unfolds.

The exclusive fanwear collection encompasses special editions of the iconic BOSS Paddy polo, alongside T-shirts and sporty caps, all featuring a choice of the national colors and flags of England, Germany, Mexico, France, USA, Italy, Argentina, Canada, Portugal, Spain, Brazil, Colombia, and the Netherlands. Also available are three zip-front sweat jackets in the colors and flags of the USA, Canada, and Mexico. Minimal, premium, and confident: letting craft and execution carry the meaning. For a more subtle take on fan style, the collection also extends to a range of soccer jerseys and matching shorts in bold, solid colors that nod to favorite teams, available in white, black, navy, green, red, blue, and yellow.

Crafted from performance-driven materials, every piece delivers comfort and freedom of movement – whether supporters are jumping to their feet after a last-minute winner, travelling to away games, or sharing the drama at home with friends. Clean lines, textured surfaces, and premium detailing – from sharp contrast stripes to modern, relaxed fits – bring a new level of sophistication to matchday style.

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**Press Release**

Created to mix, match, and layer, these activewear essentials transform national pride and shared team spirit into a powerful, head-to-toe BOSS statement.

Fanwear will be offered worldwide via BOSS stores, wholesale channels, and boss.com.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2026/country-pack.html>

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. 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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