

Metzingen, March 27, 2026

DAVID BECKHAM BRINGS BOSS BY BECKHAM SPRING/SUMMER 2026 TO BERLIN

Building on the success of his previous launch events in New York and Shanghai, on March 26, David Beckham made two personal appearances in Berlin and celebrated the launch of the third drop of his BOSS BY BECKHAM collection.

BOSS Store Berlin Ku'damm

At the exclusive event at BOSS Store Berlin Ku'damm, David wore a key look from his new Spring/Summer assortment: a double-breasted, charcoal-gray blazer in a blend of wool, silk, linen, and cashmere, paired with a navy linen T-shirt, brown, pleat-front cotton trousers, cream leather-and-suede sneakers, and a suede-trimmed brown canvas belt completing the look.

BOSS BY BECKHAM pop-up at KaDeWe

The evening continued in the iconic Berlin department store KaDeWe, which opened its doors to reveal the new BOSS BY BECKHAM pop-up and full brand takeover of the store's windows and façade. This immersive retail experience at KaDeWe – the first BOSS BY BECKHAM pop-up in Europe – showcases the collection's versatility. To attend the opening-night celebrations, David wore further key pieces from the Spring/Summer 2026 collection: a supple brown nappa-leather jacket, styled with a short-sleeved, cream virgin-wool knit, brown stretch-cotton trousers, and cream leather sneakers with contrasting suede trims.

The new BOSS BY BECKHAM wardrobe marks the third chapter in BOSS's long-term partnership with David Beckham, built on a shared vision of excellence and outfitting intuition. Elegant silhouettes across tailoring, casualwear, and warm-weather essentials adapt to the full spectrum of wearing occasions and stand the test of time. Premium summer fabrics offer both structure and ease – from airy blends to soft textures. It is now available on boss.com, at BOSS stores globally, and via selected BOSS wholesalers.

HUGO BOSS AG

Holy-Allee 3, 72555 Metzingen, Germany
Phone +49 7123 94 0

Press Release

The BOSS BY BECKHAM pop-up, located in the First Floor Menswear department, KaDeWe Berlin, is open from March 26 – April 11, 2026.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2026/BOSS-BY-BECKHAM.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\(at\)hugoboss.com](mailto:press(at)hugoboss.com)

If you have any questions about the company, please contact:

Carolin Westermann

Senior Vice President Global Corporate Communications

Phone : +49 7123 94 86321

E Mail: [carolin_westermann\(at\)hugoboss.com](mailto:carolin_westermann(at)hugoboss.com)

BOSS.COM

INSTAGRAM: [instagram.com/boss](https://www.instagram.com/boss)

FACEBOOK: [facebook.com/hugoboss](https://www.facebook.com/hugoboss)

YOUTUBE: [youtube.com/boss](https://www.youtube.com/boss)

TIKTOK: [tiktok.com/@boss](https://www.tiktok.com/@boss)