

Metzingen, October 2, 2024

## **INTRODUCING: BOSS SELECTED BY BECKHAM FOR FALL/WINTER 2024**

BOSS is delighted to announce the launch of BOSS SELECTED BY BECKHAM, curated by David Beckham, a true global figure in both sports and fashion. This exclusive edit from the Fall/Winter 2024 collection features a selection of hand-picked seasonal favorites that perfectly blends BOSS iconic menswear with Beckham's signature style and aesthetics. BOSS SELECTED BY BECKHAM offers a broad assortment of lifestyle looks, designed to elevate any wardrobe with Beckham's impeccable taste.

Beckham's curated favorites include a refined selection of tailored options such as suits, trousers, and coats, notably, a camel double-breasted coat with peak lapel, each showcasing a perfect blend of sophistication and modernity. Complementing these is a range of casual garments, from denim to knitwear, crafted from premium fabrics like cashmere and regenerative cotton. A true representation of his personal style, Beckham's standout favorites include a luxurious 100% virgin wool cardigan sweater and an authentic, relaxed-fit denim shirt with double breast pockets.

BOSS SELECTED BY BECKHAM will be available on boss.com and in store, offering customers an exclusive opportunity to enhance their wardrobe with Beckham's inherent fashion sensibility.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2024/BOSS-Selected-By-Beckham.html>

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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 over 489 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 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

About David Beckham:

David Beckham was the first English football player to win league titles in four countries: England, Spain, the United States and France. His career spanned 20 years with some of the most successful clubs in the world: Manchester United, Real Madrid, AC Milan, LA Galaxy, Paris Saint-Germain and the England team, which he captained for six years.

Since retiring from football in 2013, Beckham has worked with world-leading brands including Adidas, Tudor, HUGO BOSS, Stella Artois and Sands. In 2018, he became a founder and co-owner of Major League Soccer club Inter Miami CF, the culmination of his lifelong ambition to own a football club and the start of an exciting new chapter.

In 2019, David founded the content studio, Studio 99. The studio operates both editorial and commercial production, and specializes in developing and producing premium documentary features, series and formats for global platforms and networks, including Netflix, Disney+ and Amazon Prime Video. Studio 99's recent work has included the Emmy-award winning documentary series "BECKHAM" (Netflix) and the compelling documentaries "99", about Manchester United's extraordinary treble-winning season, and "Ronnie O'Sullivan: The Edge of Everything" (both for Amazon Prime Video). The studio also produces commercial content for globally recognized brands such as Nespresso, EA Sports and Tudor.

In February 2022, Authentic Brands Group (ABG), the second largest licensing company in the world and a global brand owner, development and entertainment company, announced a strategic partnership with David Beckham to co-own and manage Beckham's global brand. In connection with the partnership, David Beckham became a shareholder in ABG and joined a roster of ABG's growing entertainment portfolio that includes some of the world's most celebrated athletes and iconic sports brands, such as Muhammad Ali, Shaquille O'Neal, and Sports Illustrated.

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Throughout his life, Beckham has been committed to supporting charities and projects that seek to drive change for the better. He has recently been appointed Ambassador for the King's Foundation, which looks to nature and tradition to build thriving, sustainable communities and transform lives by offering education programs that protect traditional skills and knowledge for future generations. He has worked with UNICEF for nearly 20 years as a Goodwill Ambassador, a role that promotes and protects the rights of the world's most vulnerable children. In 2015, David launched the 7 Fund with UNICEF—a unique partnership to give vulnerable and disadvantaged children the opportunity to reach their full potential. He also campaigns for Malaria No More, using his platform to ensure the world and its leaders hear the urgent message of the malaria fight. Additionally, in his position as Ambassadorial President of the British Fashion Council (BFC), David helps promote and nurture British fashion and the UK's creative industries.

For any specific queries about the new collection, please contact [press@hugoboss.com](mailto:press@hugoboss.com).

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