

Metzingen, September 4, 2024

BOSS UNVEILS NAOMI X BOSS SECOND DROP, CO-DESIGNED WITH BRAND AMBASSADOR NAOMI CAMPBELL

Co-designed by fashion legend and globetrotter Naomi Campbell, Naomi x BOSS marks the second chapter in this iconic collaboration, tailored for those who never compromise on comfort or elegance.

The new Fall/Winter 2024 capsule continues to seamlessly merge luxury statement pieces that epitomize visionary style with the high performance of tech-savvy fabrics while introducing bold new splashes of color. The collection is designed for those who need to be ready for everything, while keeping comfort at the fore. With a clear focus on the three established tenets of the collaboration—dedication, determination, and drive—BOSS worked closely with Naomi to develop a capsule that delivers uncompromised luxury tailoring in materials that allow the wearer to pursue a limitlessly active lifestyle. Renowned for her chic style and visionary approach, Naomi's presence elevates this capsule to new heights and seamlessly aligns with BOSS's commitment to sophistication and tailoring.

"You'll find pieces in the collection that are versatile and comfortable. These are the kind of pieces that reflect my own lifestyle—always ready for the next adventure, but never compromising on style. There's also an anti-crease feature, which means you can be on the move without worrying about wrinkles, and an anti-stress design in the fabric as well," said Campbell.

The collection spotlights impeccably tailored suits, striking dresses such as the one-shoulder draped dress, and vibrant hues. It also includes velvet-touch and water-resistant puffers, jerseys, knitwear, and essential base layers like the compression set, perfect for the discerning traveler. Crafted from opulent materials including tech wool, luxe jersey, and faux fur, the range is envisioned in a sophisticated palette of white and black, with vivid accents of fuchsia, rose, and purple. This capsule uniquely integrates cutting-edge technological fabrics, designed to simplify life. It offers practicality and style, ensuring that each piece serves a purpose in the 24/7 wardrobe of a BOSS.

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This collection is available from September 4, 2024, on boss.com, globally in BOSS Halo stores.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2024/Naomi-x-BOSS.html>

APPENDIX

Key looks:

The Naomi x BOSS collection features an exquisite short velvet-touch puffer and a luxuriously soft merino hoodie, designed for unparalleled comfort. The lineup also includes sophisticated bi-stretch wool wide-fit pleated trousers with cuffs and an oversized teddy faux fur coat for a contemporary look. For a fusion of performance and elegance, the compression top with front zipper and matching leggings offer both style and functionality for individuals on the go. Additionally, the faux Astrakhan long blazer coat adds a refined touch of sophistication to any outfit.

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.

If you have any questions, please contact press@hugoboss.com.

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