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## **BOSS AND KATHARINA SIEVERDING TURN ICONIC ART INTO STATEMENT TAILORING FOR ART BASEL 2026 IN JUNE**

BOSS is deepening its commitment to contemporary culture in a special collaboration with Katharina Sieverding, the official 2026 Campaign Artist for Art Basel, at its fair in Basel this month. Together, the brand and the artist have created a series of BOSS-designed limited-edition blazers, each crafted in Germany from 100% wool, and lined in 100% silk printed with a self-portrait from Sieverding's work, titled *Die Sonne um Mitternacht Schauen VI/196 9, 1973*.

The collaboration highlights the natural dialogue between the work of Sieverding and the language of BOSS. The concept takes the art from the wall to the body; from static, to in motion, becoming a three-dimensional extension of Sieverding's art. The artist's practice turns the human figure into a powerful focus, where identity and perception are continuously redefined. BOSS shares this focus by structuring the body, defining posture, and communicating intention – so that the blazer becomes a stage on which identity is expressed.

"At BOSS, we approach tailoring as a language of form – one that frames the body and communicates attitude with precision. Bringing Katharina Sieverding's work into the structure of a tailored blazer creates a powerful dialogue: the image is no longer static, but activated through movement, allowing identity to shift, project, and evolve in real space," said Marco Falcioni, Creative Director of HUGO BOSS.

The artist, Katharina Sieverding, said: "For me, it was exciting to see my work leave the wall and become part of a limited-edition capsule. The collaboration with BOSS turns the self-portrait into something worn, lived in, and performed. The precision of the tailoring supports this idea: it defines the body in space and gives the wearer a strong, intentional presence. In that sense, each blazer becomes a personal statement, shaping the persona you choose to embody. At the same time, there is a biographical echo in this project, too – a connection back to the beginning of my career, when I worked as a stage and costume designer for theater before going on to study art."

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One of the most influential artists of her generation and a pioneer of conceptual photography, Sieverding is known for her powerful, large-scale self-portraits, through which she has explored themes of power, identity and media structures since the 1970s.

A limited edition of just nine blazers will be made available exclusively at the Art Basel Shop during the show, with each piece individually numbered and signed by Sieverding. The blazers will each retail for CHF 2,500.

In 2026, BOSS marks its second consecutive year as Presenting Partner of the Art Basel Awards, strengthening its connection with the world's leading voices in contemporary art and culture. Now in its second edition, the program recognizes a global cohort of 33 medalists across nine categories – Emerging, Established and Icon artists; Cross-Disciplinary Creator; Patron; Allies; Museum and Institution; Media and Storyteller; and Curator – selected through a community-led process for their groundbreaking contributions to how art is produced, experienced, and supported today. From this cohort, a peer-to-peer voting process will designate 11 Gold Awardees – five artists and six industry-wide allies and collaborators – who will attend the Official Art Basel Awards Night during Art Basel Miami Beach in December.

The 2026 Medalists will be honored during Art Basel's flagship show in Basel this month, where they will take an active role across the program. A selection of Medalists will headline a public, artist-led Conversations series, offering audiences direct access to some of the most influential voices shaping contemporary culture today.

Support for contemporary art is a fundamental part of the culture at HUGO BOSS. The Art Basel Awards, culminating in the presentation of the 2026 BOSS AWARD at the Official Art Basel Awards Night in Miami Beach, celebrate practices that resonate across and beyond the art ecosystem, reflecting the BOSS spirit of boldness, personal authenticity, ambition, and responsibility.

High-resolution images can be downloaded from:

[BOSS x Katharina Sieverding at Art Basel](#)

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

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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.

About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, Paris and Qatar. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded through new digital platforms including Zero 10 and the Art Basel App, and initiatives such as the Art Basel and UBS Global Art Market Report and Survey of Global Collecting, Art Basel Awards, and Art Basel Shop. For further information, please visit [artbasel.com](http://artbasel.com).

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

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