

Metzingen, August 20, 2025

## **AARON PIERRE AND ISHAAN KHATTER SHINE AS NEW FACES IN A CAST OF RISING STARS FOR "BE THE NEXT" BOSS FALL/WINTER 2025 CAMPAIGN**

BOSS proudly unveils its Fall/Winter 2025 brand campaign, placing a bold emphasis on the "Be" in its iconic "Be Your Own BOSS" platform. At the heart of this exciting new chapter are two electrifying talents: **Aaron Pierre**, the classically trained English actor and upcoming DC Studios superhero, and **Ishaan Khatter**, the Indian actor and dancer taking Hollywood by storm with his starring role in the 2025 Cannes Film festival darling **HOMEBOUND**.

These two rising stars embody the drive, determination, and vision it takes to "Be the Next" BOSS, bringing their unique energy and ambition to the forefront of the campaign. They are joined by familiar BOSS talents who are emerging, breaking boundaries, and making their mark across film, sport, music, and fashion: **S.COUPS**, the globally acclaimed K-pop superstar and SEVENTEEN leader; **Taylor Fritz**, the fastest-rising star on the professional tennis circuit; and **Amelia Gray**, one of the fashion industry's most sought-after new faces.

With Aaron Pierre and Ishaan Khatter bringing fresh perspectives and S.COUPS, Taylor Fritz, and Amelia Gray continuing their inspiring journeys with the brand, the Fall/Winter 2025 campaign is a powerful celebration of ambition, self-expression, and the relentless pursuit of greatness. Together, this diverse cast represents the spirit of those striving to define their own paths and inspire others to do the same.

The campaign film captures the five talents journeying through a symbolic tunnel, moving towards a bright light that represents their aspirations and achievements. As they emerge, intimately shot portraits reveal their individuality, styled in the elegant, texturally rich, and tonally harmonious looks of the BOSS Fall/Winter 2025 collection. Each star shares their personal interpretation of what it means to "Be the Next" BOSS, and reveals who they are striving to become.

With its newest collection, BOSS brings richness and warmth to the cooler months with an emphasis on key tonal combinations: a palette of sage greens, and dusky marled greys contrasted with decadent chocolate hues. This striking spectrum of tones elevates the

mood of the campaign, and communicates the elegant cohesion found in BOSS's 2025 cold-weather looks.

Licensed products, including BOSS Watches, Jewelry, and Eyewear, also feature in the campaign, with S.COUPS, Fritz, and Gray appearing in the coming season's freshest optical and sunglass frames. Gray is also joined by Dutch model Parker Van Noord to showcase further highlights from the watches and jewelry selection from BOSS launching this coming season.

The campaign will be supported by a 360-degree marketing campaign amplified across large-scale outdoor advertising in key cities around the globe. Digital and static billboards in high-traffic areas will bring the BOSS Fall/Winter 2025 campaign to a wide audience.

The BOSS Fall/Winter 2025 collection will be available at BOSS stores worldwide, on boss.com, and through wholesale partners.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2025/Global-Campaign.html>

### **CAMPAIGN CREDITS**

Cast: Aaron Pierre, Taylor Fritz, S.COUPS, Ishaan Khatter, and Amelia Gray

Photographer: Mikael Jansson

Creative Direction: Trey Laird & Team Laird

### 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 around 500 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 129 countries at more than 8,000 points of sale and online in 74 countries via hugoboss.com. With more than 18,500 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.3 billion in the fiscal year 2024.

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

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