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TAILORED TO PLAY: BOSS BRINGS ITS SIGNATURE CODES ON AND OFF THE COURT AT SOHO GRAND SLAM

This weekend, BOSS brought its signature tailoring codes and performance mindset to one of the season's most sought-after tennis weekends, underlining the brand's ambition to fuse modern suiting with sport, lifestyle, and culture. During the London tennis tournament finals, BOSS partnered with Soho House as headline fashion and sportswear partner of Soho Grand Slam, a special tennis weekend at Soho Farmhouse bringing together match screenings, tournaments, and headline music.

Across the weekend, Soho House members and guests enjoyed a program that blended high-energy sport, standout music moments, and contemporary fashion. The experience began on Friday with a one-off dining event on the transformed tennis courts, featuring a sharing menu from Pen Yen, Soho Farmhouse's much-loved Japanese izakaya-style restaurant.

Saturday began with a major highlight, as Andre Agassi graced Soho Farmhouse with his presence and shared his insights on contemporary tennis culture and the tennis lifestyle in a special panel discussion.

Throughout Saturday and Sunday, members competed in tennis and padel through round-robin play and knockout stages, culminating in the Soho Grand Slam final, with prizes courtesy of BOSS. Live screenings of the women's and men's finals on the Lazy Lawn allowed guests to follow the action from the championship, while resident DJs and a headline performance by Katy B provided a fitting soundtrack to the summery atmosphere.

BOSS showcased its lifestyle offering on and off the court: contemporary performance looks for play, sharp tailoring and elevated eveningwear for intimate dinners and social gatherings, and relaxed summer essentials – from activewear and swimwear to effortless casual looks – accompanying guests through every part of their weekend. Visitors also discovered the athleisurewear-focused BOSS range at a dedicated pop-up in the gym, featuring event-exclusive Soho Grand Slam merchandise and special offers.

A group of talents incl. BOSS brand ambassador Noma Noha Akugue, Corey Mylchreest, and Charithra Chandran, spanning professional tennis, sport, fashion and lifestyle were invited to participate in this special weekend: some stepped onto the court to compete, while others joined the atmosphere beyond the matches, celebrating the uniquely BOSS intersection of performance, style, and summer living. On Saturday evening, guests gathered at the Glasshouse, coming together in refined BOSS evening looks to celebrate a standout moment of the weekend.

Throughout this tennis season, BOSS also strengthened its presence in the sport through standout style moments including David Beckham's recent appearance in a custom BOSS look on Day One of the London tennis tournament, and a tailored walk-on look for Taylor Fritz.

Collaborating with Soho House on Soho Grand Slam was part of a tennis-filled summer for BOSS – a global style-led, season-long celebration of the sport and the brand's growing role both on and off the court. From the grass courts in London, to the brand's next big chapter of tennis at the Australian Open, BOSS continues to connect the energy of tennis with modern tailoring, performance, and contemporary lifestyle.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2026/Soho-Grand-Slam.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.

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