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## **THE BOSS PARADOX: A VISUAL DIALOGUE BETWEEN ORDER AND DISORDER**

For Spring/Summer 26, BOSS unveiled a collection where functionality, simplicity, and precision are redefined through innovative, bold statements of contemporary design. Staged at Fonderia Macchi in Milan, the fashion show—under the captivating theme of *The BOSS Paradox*—presented runway looks for men and women that reveal the versatility behind the brand, and celebrate the diverse influences that inspire and shape the BOSS identity. Seemingly opposing narratives craft an inspiring, meaningful story of extremes—and balance each other out, in a visual dialogue between order and disorder.

### **CONTRAST CREATES COHESION: THIS IS *THE BOSS PARADOX***

"Art is part of the history of the BOSS brand. The legacy sparked our collaboration with a variety of talented and diverse artists. Within the collection, there are different layers of influence: those of design and architecture, and of contemporary dance—plus everything in between," says Marco Falcioni, Creative Director at HUGO BOSS. "The show is a tribute to creativity, and a further exploration of BOSS's relationship with the art world."

The BOSS design team found inspiration in the simplicity and order in architecture, and in German industrial design from the 1960s. Its minimalism, clarity, and precision can be seen in the geometric silhouettes and tailoring of the collection.

Twentieth-century contemporary dance, and the freedom found in contemporary art provided inspiration for the elements of chaos and disorder, offering a twist to otherwise clean, sophisticated looks.

These influences—the orderly geometric aspect, and the wilder, flowing chaos—allow the two worlds of order and disorder to merge smoothly in the collection.

### **AESTHETICS OF DECAY**

For its *Paradox* show, BOSS transformed Milan's industrial Fonderia Macchi space with an installation by Dutch contemporary artist Boris Acket, whose multidisciplinary works combine light, shadow, motion, and sound to create immersive, evocative experiences.

"For this presentation, I've reimagined one of the studio's iconic works, *Aesthetics of Decay*," says the artist, Boris Acket. "Transformed into an autonomous reflective entity, the piece takes on the role of a non-human performer, guiding the models as they move through the show. The work is rooted in juxtaposition: creation and destruction unfolding in parallel."

Utilizing a delicate foil, the installation embodies the concept of decay by gradually creasing and breaking down with each subtle movement, making the artwork feel as if it lives, breathes, and ultimately ages over time. This work is not a static scenographic element, but an active participant, projecting shifting refractions across garments, the runway, and the audience. Each model becomes part of an extended choreography in which fabric, body, and light continuously interact.

#### **AI: THE NEW FRONTIER OF CREATIVITY**

To create immersive, dynamic storytelling in the digital space, and engage in authentic conversation with the art world, BOSS identified and collaborated with four digital artists from across disciplines—each with a different artistic language and vision—who use AI as a tool to facilitate creative expression. The brand asked these talents to explore the concept of *the BOSS Paradox*, taking cues from the contrasting states of order and disorder.

Creative director Sybille de Saint Louvent, creative visual designer Andrés Reisinger, artist and creative director Joann, and poet, artist, and AI researcher Sasha Stiles developed artworks infused with AI-driven techniques and their personal artistic signatures, respectively focused on fashion, architecture, imagination, and poetry.

Their visual works include a gleaming, chromatic necktie; fabric-draped, Milan-inspired architecture; and pretzels in fantastical forms. These are complemented by a moving, flowing audio-visual work of poetry—all inspired by the paradoxical BOSS Spring/Summer 26 collection theme. These artworks took wing in the digital space beginning September 22, teasing the show, and sparking conversations around its creative vision and aesthetic.

#### **A STAR-STUDED RUNWAY AND FRONT ROW**

The BOSS Spring/Summer 26 fashion show was presented before an audience of more than 600 guests, including brand ambassadors David Beckham, Aaron Pierre, Ishaan Khatter, and Khaby Lame. A range of talents from across the creative spectrum took front-row seats, including Meghann Fahy, Corey Mylchreest, Belinda Peregrín, Rudy Pankow, Maisa, Hande Erçel, Mew Suppasit, Josh Heuston, Chloe Bailey, Steven Zhang, Tia

Ray, Cleo, Anttónia, Leony, Óscar Casas, Karim Fahmy, Dania Farag Elbanawy, Nassim Lyes, Biondo, Jakub Strach, and Maciej Musiał. Sporting talents, including BOSS brand ambassador Alica Schmidt, Mats Hummels, and Yusra Mardini also graced the show's front row.

Curator Neville Wakefield, artist Ludovic Nkoth, collector Karen Boros, artist Conie Vallese, photographer Ryan McGingley, dancer Francesco Mariottini, photographer and artist Lea Colombo, and artist Eliza Douglas all took to the runway, further deepening the connection of the show to the art world. Model and recent BOSS campaign star Amelia Gray and content creator Lena Mantler also walked the show. Brand ambassador and globally acclaimed K-pop superstar S.COUPS brought the show to a close with a powerful and unforgettable journey down the BOSS runway, much to the surprise and delight of fans.

Impactful traction online was achieved on a global scale by engaging popular social content creators, including Alexis Stone, Fai Khadra, Noah Beck, Cheng Cheng Fan, and Antoni Porowski.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2026/BOSS-Fashion-Show.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 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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