

Metzingen, August 21, 2024

LUXURY PERFORMANCE: FIRST BOSS X ASTON MARTIN COLLECTION LAUNCHES WITH FERNANDO ALONSO AS THE FACE OF THE CAMPAIGN

Ahead of Fall/Winter 2024, BOSS proudly unveils its first capsule collection in collaboration with Aston Martin, epitomizing a perfect fusion of heritage, innovation, and contemporary style, which is now celebrated through a new lifestyle partnership between the two brands.

This new collection marks its first collaboration with the ultra-luxury sportscar marque, drawing input and inspiration from both brands' designers and Aston Martin's portfolio of high-performance models.

The future-facing partnership will deliver two capsule collections a year, showcasing pieces that are meticulously crafted to meet the demands of performance, and style. Building on their common passion for racing, the first BOSS x Aston Martin collection draws inspiration from British carmaker's rich legacy and the timeless elegance of BOSS's premium aesthetic, offering a 24/7 lifestyle wardrobe that exemplifies the pinnacle of modern sophistication.

For this capsule, BOSS has worked with the iconic sportscar brand to create an off-the-track lifestyle wardrobe that caters to the modern consumer's desire for luxury performance. With a shared focus on innovation and flawless design, this collaboration expertly combines quality clothing with high-performance materials. Aston Martin delivers prestigious craftsmanship and innovation, while BOSS contributes traditional tailoring with authenticity and quality.

Influenced by Aston Martin's attention to detail, elements across the collection reflect interior touches from its models, including the iconic quilted leather seats. Details on the garments such as zip pullers, cord ends and snap buttons take inspiration from finishes on their high-performance vehicles. A unique cord adjuster was inspired by the sophisticated aluminum oil filler cap available from its Q by Aston Martin

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PRESS RELEASE

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Metzingen, August 21, 2024

Page 2

BOSS

bespoke service. Lightweight high-performance materials prevalent in sportscar design also crossover to the collection, including the use of carbon fibre taped seams to bring heightened performance to BOSS's unmistakable style.

Bringing the collection to life in a campaign photoshoot and film is world-renowned, Aston Martin Aramco Formula One® Team driver and BOSS brand ambassador Fernando Alonso. As the face of the exciting new campaign, Alonso personifies the BOSS brand's foundational platform "Be Your Own BOSS". He also perfectly embodies the spirit of the BOSS and the intensity of the Aston Martin driver: dynamic and effortlessly stylish.

"I'm proud to front the campaign for the first-ever BOSS x Aston Martin capsule collection. Both BOSS and Aston Martin stand for commitment, innovation, performance – and iconic style. I can't wait for fans to experience the energy that both brands have brought to this collaboration," said Fernando Alonso.

This collection is defined by tailored pieces, carefully crafted in luxurious, high-performance fabrics, such as superfine merino-wool jersey and a durable carbon-fiber and cotton denim blend. Key outerwear styles complement and deliver sophistication and functionality. Presented in a smart color palette of white, pale gray, opal green, and dark mink, this menswear range exudes innovation, impeccable BOSS aesthetics, and elegant design elements inspired by the iconic British carmaker.

The BOSS x Aston Martin collection is available on boss.com, in stores, and through wholesale partners.

High-resolution images are available from:

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

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Metzingen, August 21, 2024

Page 3

BOSS

APPENDIX:

Tailored pieces include a three-layer bonded wing collar jacket with sealed seams, and a three-in-one mac coat with a detachable jacket featuring quilting inspired by Aston Martin's iconic luxury interiors.

A practical, performance-oriented bonded hybrid jacket with rib structure and packable hood, a padded barracuda jacket with carbon-fiber print and invisible, water-reactive Aston Martin logo, a luxurious calf nappa leather biker jacket with bomber collar, and the super soft-touch matte leather down puffer with Aston Martin trims are all destined to become classic wardrobe pieces.

Tops include a comfortable, easy-care overshirt with performance-inspired mesh details, elevated T-shirts made from breathable merino-wool jersey or luxurious mercerized cotton, and silk-cotton polo shirts.

All pieces feature nubuck details and high-end logo executions in a perfect, authentic collection signature.

The collection's comfortable, durable trousers are designed using innovative materials, including stretch-cotton pleated chinos with wrinkle-free properties, and jeans woven with a stretch-cotton and carbon-fiber yarn blend.

Premium accessories include a holdall, belt, and cap with details that emulate the interior of an Aston Martin car, with chic linear designs in elevated authentic leathers.

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

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Metzingen, August 21, 2024

Page 4

BOSS

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.

About Aston Martin Lagonda Limited:

Aston Martin's vision is to be the world's most desirable, ultra-luxury British brand, creating the most exquisitely addictive performance cars. Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including the Vantage, DB12, DBS, DBX and its first hypercar, the Aston Martin Valkyrie. Aligned with its Racing. Green. sustainability strategy, Aston Martin is developing alternatives to the Internal Combustion Engine with a blended drivetrain approach between 2025 and 2030, including PHEV and BEV, with a clear plan to have a line-up of electric sports cars and SUVs. Based in Gaydon, England, Aston Martin Lagonda designs, creates, and exports cars which are sold in more than 50 countries around the world. Its sports cars are manufactured in Gaydon with its luxury DBX SUV range proudly manufactured in St Athan, Wales. 2020 saw Lawrence Stroll become the company's Executive Chairman, alongside significant new investment. This coincided with Aston Martin's return to the pinnacle of motorsport with the Aston Martin Aramco Formula One® Team and commenced a new era for the iconic British marque.

About Fernando Alonso:

Fernando Alonso is a double Formula One® World Drivers' Champion and multiple Monaco Grand Prix™ winner, two times 24 Hours Le Mans winner, World Endurance Championship winner and 24 Hours of Daytona winner. He is considered as a pure racer who has competed in different categories: Formula One®, Prototypes, Indy 500 and Dakar Rally. Due to his achievements and the popularity in the F1® paddock, he is already considered already a legend of the sport.

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

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