

Metzingen, November 5, 2025

SNUGGLE UP IN STYLE: UNWRAP THE COZY CHARM OF TEDDY BEARS WITH THE EXCLUSIVE BOSS X STEIFF HOLIDAY CAPSULE

This winter, two icons of German craftsmanship come together to bring warmth, style, and a touch of whimsy to the holiday season. Introducing BOSS x Steiff: an exclusive collaboration where BOSS' signature elevated aesthetic meets the timeless charm of Steiff's beloved teddy bears with the trademark "Button in Ear".

At the heart of the uplifting capsule is a selection of men's, women's, and kids' apparel in cozy materials in warm tones of cream and brown. From teddy-textured coats, jackets, hoodies, hats, and mittens to extra-soft shirts, T-shirts, sweatshirts, socks, and more, every piece is a stylish tribute to Steiff's cuddly heritage. Iconic BOSS accessories and shoes—including the Ariell bag and the Gary sneakers—are reimaged with plush trims and rich fabrications for a luxurious, cozy feel.

The magic doesn't stop there: the collection also features enchanting new iterations of Steiff's iconic teddy bear, each a symbol of joy and nostalgia. There is one cream plush bear, one collectors' bear in brown mohair, and one HUGO BOSS XP member-exclusive collectors' bear in black mohair. Two teddy bear charms—one in black, and XP member-exclusive collectors' style, and one in brown—make fun keyrings, or can be styled clipped onto bags.

"This collaboration is a true celebration of warmth, style, and timeless charm—a perfect match for the holiday season," says Marco Falcioni, Creative Director at HUGO BOSS. "BOSS and Steiff share a deep commitment to exceptional craftsmanship and quality, making this partnership the perfect fit—the collection blends BOSS' signature sophistication with Steiff's playful, cozy aesthetic, sure to captivate fans of both brands and bring joy to the season."

Frank Rheinboldt, CEO of Margarete Steiff GmbH, adds: "The collaboration between BOSS and Steiff unites the worlds of fashion and playfulness, with the iconic teddy bear at its heart. Steiff has always stood for a meticulous love of detail and plush animals made to last for generations."

HUGO BOSS AG

Holy-Allee 3, 72555 Metzingen, Germany
Phone +49 7123/94-0

Riding on the holiday spirit, BOSS x Steiff will be showcased within the BOSS Holiday campaign for 2025, starring TikToker Khaby Lame and model Amelia Gray, with creative direction from Trey Laird and the agency Team Laird. In the campaign's hero video, Lame and Gray explore a gilded world full of stylish gifts and holiday surprises while bundled up in clothes and accessories from BOSS x Steiff. Singer-songwriter Khalid also joins in the festivities, providing a playful narration as the action unfolds.

To bring the uplifting spirit of BOSS x Steiff to life on social platforms, BOSS has partnered with Meta, the production partner Right Agency, and two generative-AI artists, Humainmade and Denis Larzilliere, to create 22 pieces of exclusive video and image content. These AI-reimagined versions of the BOSS x Steiff teddy bears come to life in various festive scenes, crafted specifically for the Reels format on Meta platforms. This initiative aims to reimagine the future of Reels content with AI creators, enhancing creative craft and inspiring even more social sharing among Meta users. More creative activations can be found on Snapchat, where an interactive lens featuring the iconic teddy bears offers an immersive way to engage with the collaboration. At the same time, a BOSS x Steiff Bitmoji collection, marking a first for the brand and placing it among a select few with branded Bitmoji on the platform, lets users to personalize their avatars with key pieces from the capsule and share their looks with friends. Together, these two experiences provide a seamless and engaging journey that deepens user interaction with the campaign.

In selected BOSS stores and pop-up locations, inspiring, larger-than-life visual merchandising will put BOSS x Steiff front and center for holiday shoppers.

The BOSS x Steiff capsule will be available for purchase online via boss.com and steiff.com, and in selected BOSS stores worldwide.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2025/BOSS-x-Steiff-capsule-collection.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.

BOSS.COM

INSTAGRAM: [instagram.com/boss](https://www.instagram.com/boss)

FACEBOOK: [facebook.com/hugoboss](https://www.facebook.com/hugoboss)

YOUTUBE: [youtube.com/boss](https://www.youtube.com/boss)

TIKTOK: [tiktok.com/@boss](https://www.tiktok.com/@boss)