

Barcelona, July 17, 2025

BOSS OPENS KEY BARCELONA STORE ON PASEO DE GRACIA

BOSS has opened a new Barcelona store on the city's emblematic Paseo de Gracia. The expansive, light space of more than 1,000 square meters, located in one of the city's most exemplary 1960s architectural works, offers a wide selection from the BOSS Menswear, Womenswear, and Kids collections, alongside shoes, accessories and fragrances.

BOSS Store Paseo de Gracia will honor Barcelona with its opening event theme and in-store décor inspired by the city's iconic "flower of Barcelona" motif, better known as "panot". Welcoming visitors, the panot can be seen both in large 3D figures, in the lighting design, and the store's window displays.

The design concept creates a visual approach that reflects the brand's aesthetic direction in exquisite tailoring, functional sportswear, and elegant casual wear.

The open-plan space features local design elements both in its structure, and in the furniture and art pieces that decorate the new BOSS Store Paseo de Gracia. A central wall running along the ground floor reinterprets the "Catalan vault", with a modern vertical design of this traditional construction paying homage to the architectural heritage of the region. An onyx piece contrasts with the vertical vault and wall of the entrance floor, establishing a connection to the city's rich architectural legacy. 3D terracotta celosia breeze blocks throughout the store seamlessly blend contemporary design with timeless materials.

A vertical garden at the back of the store brings a vibrant touch to the design, reflecting the city's green urban landscape with the integration of a curated and locally inspired selection of plants to create a natural atmosphere.

With skylights and glass facades overlooking both Paseo de Gracia and the vertical garden, natural light plays a key role in lighting design. An oak structure suspended from the ceiling in the central part of the store extends over more than 30 square meters with a lighting system that brings a sense of continuity and natural warmth to the space.

On the ground floor, the BOSS Made to Measure bespoke tailoring service area provides the perfect atmosphere for personalized consultations and expert advice.

Interactive touchscreens showcase the brand's new campaigns and videos, as well as BOSS style guides, allowing customers to discover all the details of the brand's collections and receive styling recommendations.

The spacious and cozy lounge areas with armchairs invite customers to sip complimentary drinks, relax and rest while shopping, and enjoy the BOSS experience in a comfortable, elegant environment. Moreover, these zones play a key role in building community and hosting in-store events, offering enough space for guests to enjoy catering or a DJ session.

From July 16, BOSS offers its sophisticated and modern men's and women's collections at 84 Paseo de Gracia, providing fans an elevated visitor experience while shopping impeccable 24/7 looks with a focus on quality and design.

High resolution images can be downloaded at:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2025/BOSS-Store-Barcelona.html>

Key Facts

Opening date: July 16, 2025

Retail space: 780 square meters (net size: 1.055 square meters)

Presents BOSS Menswear, BOSS Womenswear, shoes, accessories, and BOSS license products (Fragrances, Eyewear, Kidswear and Watches)

Address:

BOSS Halo Store Barcelona
Paseo de Gracia, 84
08008 Barcelona

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

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