

Metzingen, October 14, 2025

CELEBRATING NEW BECKHAM X BOSS DROP WITH IMMERSIVE SHANGHAI POP-UP

BOSS has celebrated the release of the latest collection from David Beckham and BOSS with an immersive pop-up launch event in Shanghai, attended by Beckham.

The pop-up captured the spirit of the Fall/Winter collection between David Beckham and BOSS—a partnership of design, craftsmanship, and luxury. Directed by Beckham and designed by BOSS, the Fall/Winter 2025 wardrobe tells a story of reimagined classics inspired by Beckham's lived experiences and style leadership. BECKHAM x BOSS Fall/Winter 2025 redefines seasonal style with a blend of exquisite tailoring, luxurious fabrics, and a nod to his love of outdoor cold-weather pastimes. It's the ultimate seasonal edit, designed to elevate any wardrobe with versatile pieces.

The event welcomed notable guests, including Chinese theatre actor, singer, and producer Ayanga, and Taiwanese rapper, songwriter and actor E.SO.

The pop-up was held at Zhang Yuan on West Nanjing Road: Shanghai's largest and best-preserved shikumen compound, as well as the city's hottest new business and cultural landmark. Here, guests were invited to step into the world of BECKHAM x BOSS, where heritage meets contemporary luxury to capture the quintessential modern English gentleman's style.

Entering the building, wrapped with a metallic mesh in the collection's rich, dark blue, attendees were greeted by a larger-than-life dynamic installation of the campaign film.

Next up, The Studio showcased the partnership between Beckham and BOSS through sketches, tools, and materials. Here, a full-canvas blazer was specially displayed to demonstrate the technical expertise present in the collection's tailored pieces. A workbench showcasing materials and accessories unpacked the collection's craftsmanship, revealing the precise selection, precision techniques, and obsessive detail that define BECKHAM x BOSS.

Continuing their experience, guests entered the Tailor's Shop: a display and try-on area embodying the refined atmosphere of a modern English tailor's boutique. Triptych mirrors

allowed guests to fully appreciate the selection's meticulous construction and thoughtful design details. Thirteen key looks were displayed, representing a full spread of the edit.

From the Tailor's Shop, curious guests discovered a hidden door to another world: a traditional English pub. This space reimagined London's most exclusive members' clubs, blending classic sophistication with contemporary design. Seamlessly integrated into this setting, a retro phone booth contained a surprise for guests who ventured to lift the receiver to their ear: a special voice message from Beckham himself.

In the evening, the celebration continued at BOSS Store Jing'an Kerry Centre with an exclusive live Q&A session with Beckham, followed by a live collection show. Simultaneously, on Douyin, an exclusive livestream gave online fans the chance to share in the excitement of the Shanghai event.

The BECKHAM x BOSS Fall/Winter 2025 selection will be available on boss.com, at BOSS stores globally, and via selected BOSS wholesalers.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2025/BECKHAM-x-BOSS-Pop-Up-Shanghai.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.

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