

Metzingen, March 25, 2026

BOSS BY BECKHAM: DIRECTED BY BECKHAM, DESIGNED BY BOSS.

INTRODUCING SPRING/SUMMER 2026 – CONTEMPORARY DRESSING DEFINED BY VERSATILITY

BOSS BY BECKHAM returns for Spring/Summer 2026 with a versatile wardrobe informed by a life of style. Designed with Creative Style Director David Beckham, the new selection refines every moment – from laid-back days to special occasions.

The collection

The BOSS BY BECKHAM Spring/Summer 2026 collection is defined by elegant silhouettes across tailoring, casualwear, and warm-weather essentials. Premium summer fabrics offer both structure and ease – from airy blends to soft textures. The resulting designs adapt to the full spectrum of warm-weather wearing occasions and stand the test of time.

These light fabrics meet clean lines, soft neutrals, and punctuating brights, marking a shift into the sunnier seasons. Signature tailoring returns in more relaxed constructions. Everyday essentials – from T-shirts and denim to sneakers – are meant for intuitive styling, ready for any mood or moment. The wardrobe channels David's own approach to personal style: confident and authentic.

"Working with David continues to be a powerful creative partnership. His instinct for modern style and his understanding of real versatility have shaped this collection from the start. Together, we set out to create new designs built on signature craftsmanship and quality that lasts. Every item is designed to feel relevant today, yet endure for seasons to come," said Marco Falcioni, Creative Director at HUGO BOSS.

Key looks

The looks worn by David Beckham in the campaign cover everyday dressing – effortless, yet always refined – and tailoring primed for special events. The sense of summer ease is clearly felt in an outfit that features a pale-beige cotton-blend cardigan layered over a lyocell-silk-

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cotton-blend shirt. These light layers are teamed with a pair of brown virgin-wool trousers that have all the sophistication of tailored pants, but with an effortless sense of ease as they're completed with a relaxed drawcord waistband. White low-top sneakers, in an elevated mix of smooth leather and rich suede, round off the look.

In tailoring, two key campaign looks show traditional, sharp silhouettes. First, an off-white double-breasted suit serves summer-event inspiration. It's precisely cut to a figure-framing slim fit in a light, breathable linen blend, and paired with a crisp cotton shirt. A blue linen-knit tie, blended with silk, and micro-patterned pocket square add to the formal feel, along with timeless brown leather Oxford shoes that will work for summer soirées and business dinners alike.

The second highlight tailored look is a little more undone, but no less sophisticated. A double-breasted charcoal-gray blazer, in a luxurious blend of wool, silk, and linen with a touch of cashmere brings structure to an outfit grounded by a breathable navy linen T-shirt and brown cotton trousers – which also combine a tailored, pleat-front silhouette with a comfortable waistband. A suede-trimmed brown canvas belt and versatile leather-and-suede trainers pull everything together.

A selection of jackets lays the perfect foundation for smart or casual looks. The leather jacket is a recurring favorite in the BOSS BY BECKHAM partnership, and this season it returns in butter-soft brown nappa leather with a refined stand collar. It's worn over a short-sleeved cream knit in breathable virgin wool, and the outfit is finished with brown stretch-cotton trousers and the new collection's standout leather sneakers. David also wears a caramel-brown jacket made from super light virgin-wool twill, which stands out in its simplicity: a minimalist silhouette with a pointed collar, plus a two-way zip for versatile styling. A staple cream cotton T-shirt and brown high-twist wool trousers finish the ensemble.

Shifting gears from earthy neutrals to vibrant summer shades, a vivid deep turquoise cotton jacket – David's modern take on workwear – is trimmed with a contrasting brown cord collar. In the campaign it's styled with complementing brown corduroy trousers – featuring oversized pockets for a nod to a modern, utilitarian aesthetic – along with a color-blocked French terry sweatshirt and brown leather sneakers. For weekend getaways, this look is perfectly paired with a roomy holdall in cotton canvas with soft suede trims.

BOSS BY BECKHAM Spring/Summer 2026 is now 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/Spring-Summer-2026/BOSS-BY-BECKHAM.html>

CAMPAIGN CREDITS

Photographer: Mert and Marcus

Creative Direction: Trey Laird & Team Laird

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 485 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 128 countries at around 8,000 points of sale and online in 74 markets via hugoboss.com. With more than 17,500 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.3 billion in the fiscal year 2025.

If you have any questions, please contact: [press\(at\)hugoboss.com](mailto:press(at)hugoboss.com).

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