

Metzingen, April 23, 2025

## **A NEW ERA BEGINS: DAVID BECKHAM'S DESIGN DEBUT WITH BOSS**

In Spring/Summer 2025, BOSS will introduce BECKHAM x BOSS: the first-ever BOSS collection co-designed with David Beckham. Inspired by his personal style, Beckham brings his vision, impeccable taste, and innate fashion expertise to the BOSS team. Together, they have designed a timeless collection of premium-quality elevated pieces blending modernity and heritage.

"Our first BECKHAM x BOSS collection marks a significant milestone in our long-term strategic partnership and represents a unique moment in the history of our core brand. We have been very much looking forward to this launch and are more than excited to see how these pieces are received by our end consumers. This collection is based on our strategic priority that product is key and our goal to seamlessly dress our customers for every occasion with our brands," says Daniel Grieder, CEO of HUGO BOSS.

Keeping the BOSS 24/7 mindset firmly in focus, relaxed, easy silhouettes paired with rich textures set the tone for BECKHAM x BOSS Spring/Summer 2025. The collection traverses everyday jersey essentials, elevated knitwear and crisp shirting, through to tailoring for all occasions, from casual to formal. Tailored garments feature a new signature cut, exclusive to BECKHAM x BOSS. Casual looks are underpinned by denim and wrapped up in versatile outerwear. Accessories include a leather holdall, Chelsea boots, and a baker boy cap to round out the collection. All pieces are of timeless design, capturing the utmost attention to detail, in the finest of fabrics. The color palette includes a versatile range of classic neutral hues: from ivory, beige, and khaki, through to navy and black, a crisp, pale sky blue and a playful note of soft pink. Denim features in light and dark washes.

"I've always loved fashion and curating different looks, so having the opportunity to collaborate with BOSS on my own spring/summer collection has been a great experience. It's allowed me to really get into the detail of the pieces and to create a wardrobe of looks that aim to be effortlessly stylish and suit a range of occasions. I can't wait to see it in stores," says David Beckham.

The BECKHAM x BOSS collection is part of a multi-year design collaboration between David Beckham and BOSS, a partnership which is the first of its kind for BOSS Menswear.

"Working with David on the first-ever BECKHAM x BOSS collection has been absolutely incredible. He is extremely committed to excellence and detail. His passion for fashion is authentic and he has been deeply involved in all aspects of our collaboration. We had a lot of fun during the shared design process, and the result is this remarkable collection of timeless pieces that exude effortless confidence," says Marco Falcioni, SVP of Creative Direction at HUGO BOSS.

The collection has been captured by renowned fashion photographer and director Lachlan Bailey in his signature sophisticated style, and art-directed by the Team Laird agency.

The launch of BECKHAM x BOSS will be supported by a 360-degree marketing campaign—featuring the largest advertising mural in Europe. From April 24, a unique, 541 sqm hand-painted depiction of the campaign's hero image, overlaid with an eye-catching moving projection, will bring this exciting collaboration to life on Tabernacle Street in East London. The campaign will appear on billboards across the globe from Times Square to Piccadilly Circus, and other high-traffic locations across North America, UK, Europe, Asia, and Australia, along with store window installations and pop-ups at BOSS stores and wholesale partner locations in key global markets beginning April 23.

The BECKHAM x BOSS Spring/Summer 2025 collection will be available on boss.com, at BOSS stores globally, and via selected BOSS wholesalers from April 23, 2025.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2025/BECKHAM-x-BOSS.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.

About David Beckham:

David Beckham, is one of England's most successful footballers. With a career spanning 20 years, David has played with some of the most successful clubs in the world, including Manchester United and Real Madrid, as well as the England team, which he captained for six years. David was the first English player to have won league titles in four countries: England, Spain, the United States and France.

After retiring from playing in 2013, David established himself as a successful entrepreneur, working with many of the world's leading brands including adidas, Stella Artois, Tudor, EA, and Nespresso. In 2018, David fulfilled a life-long ambition to be an owner of a football club when his group was awarded the Major League Soccer Franchise for the city of Miami. Inter Miami CF was officially announced in September 2018 with David as President of the Club.

In 2019, David founded his own content studio, Studio 99. The studio operates both editorial and commercial production, and specialises in developing and producing premium documentary features, series and formats for global platforms and networks, including Netflix and Disney+.

In February 2022 Authentic Brands Group (Authentic), a unified platform that integrates M&A, brand strategy, creativity and digital innovation, announced that it had entered into a strategic partnership with David Beckham to co-own and manage Beckham's global brand. In connection with the partnership, David Beckham became a shareholder in Authentic. David Beckham joined a roster of Authentic's growing entertainment portfolio that includes some of the world's most celebrated athletes and iconic sports brands such as Shaquille O'Neal, Sports Illustrated, and Muhammad Ali.

Throughout his life, David has been committed to supporting charities and projects that seek to drive change for the better. David has worked with UNICEF for nearly 20 years as a Goodwill Ambassador, a role that promotes and protects the rights of the world's most vulnerable children. In 2015, David launched the 7 Fund with UNICEF - a unique partnership to give vulnerable and disadvantaged children the opportunity to reach their full potential. David also campaigns for Malaria No More, using his platform to ensure the world and its leaders hear the urgent message of the malaria fight. While, in his position as Ambassadorial President of the British Fashion Council (BFC), David helps promote and nurture British fashion and the UK's creative industries.

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

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