



Press Information

BOSS Womenswear reveals a supremely feminine take on tailoring for Spring/Summer 2016, coupled with an interactive digital experience

Metzingen, September 17, 2015. The BOSS Womenswear Spring/Summer 2016 collection deftly reworks iconic pieces, including the classic white shirt, for the modern woman. Slices of transparent technical organza, raw edges, fringe details and pleating soften tailored silhouettes, while the interplay of bold colors and contrasting textures references the iconic Bauhaus artistic movement.

On 16 September at 245 Park Avenue in the heart of Manhattan, the presentation of artistic director Jason Wu's fourth collection for BOSS attracted more than 600 international guests. The star-studded front row included Lupita Nyong'o, Yao Chen, Miroslava Duma, Dylan Penn and Gala Gonzalez, all dressed in BOSS, while models on the runway included Edie Campbell, in exclusivity for BOSS Womenswear, and Anna Ewers.

This season, HUGO BOSS also offers a deeper, more engaging digital experience than ever before. A 360-degree recording of the fashion show has been published on fashionshow.hugoboss.com as well as at www.youtube.com/hugoboss. The interactive film allows viewers to focus on the runway, the front row, the accessories, the set or anything else that catches their eye, simply by moving their mobile device or mouse. The film can be viewed unlimited times from different perspectives, offering a unique, personal experience to those not present at the event in person.



A live stream was also broadcast on fashionshow.hugoboss.com during the BOSS Womenswear fashion show, and can now be viewed in full or as highlights for anyone who missed the live event. For the first time, the show was simultaneously broadcast live on video streaming platform Periscope, via the @hugoboss Twitter account. Followers were able to see every look live as it arrived on the runway and shared their reaction with other viewers by commenting live in the broadcast and posting 'hearts' for their favorite looks in the collection.

In the days leading up to the show, the BOSS Womenswear digital team were joined in Manhattan by Caroline Issa, fashion director of TANK magazine and Instagram style star. In an exclusive collaboration, Caroline shared an intimate look at her daily routine during New York Fashion Week by posting images on the @hugoboss Instagram channel under the hashtag #ciXboss.

The collection was also revealed live on Instagram during the show, another first for the brand. The runway edition capsule collection will be available in store and online in early 2016.

The Spring/Summer 2016 collection deepens the already strong relationship between HUGO BOSS and the Bauhaus movement, days before a new exhibition sponsored by the company is set to open. Showing at the Vitra Design Museum from 26 September, The Bauhaus #itsalldesign includes a video exhibit of Jason Wu discussing how the Bauhaus aesthetic has influenced each of his runway collections for BOSS Womenswear, as well as pieces from previous collections.

BOSS Womenswear Spring/Summer 2016 fashion show hashtags:
#thisisboss #bossfashionshow #ciXboss



Further information on HUGO BOSS can be found at hugoboss.com.

If you have any questions, please contact:

Gerd von Podewils
Senior Vice President Global Communication

Phone: +49 7123 94-2375
Fax: +49 7123 94-80237