



Press Information

Decorate the Wrist: BOSS launches Jewelry Collection

This season, BOSS introduces its jewelry collection, for him and for her. Embodying the unmistakable elegance of the brand, the modern bracelets, necklaces and earrings are designed to be worn alone or in perfect combination with a timepiece. Many incorporate elements from the BOSS Watches collection in order to present a complementary look.

The men's collection comprises bracelets crafted from leather, metal and semi-precious stones, as well as ID tags and bracelets in contrasting finishes. Highlights include sailing-inspired designs that reference the brand's sporting heritage, as well as hematite, onyx, and lapis bead bracelets. Engraved magnetic closures ensure each jewelry piece is as effortless to wear, as it is stylish.

The women's designs feature elements including the signature twisted bar and diagonal-cut ring seen in the BOSS Watches collections. New symbols including a padlocked heart underline the femininity at the heart of the new pieces, which also include a metal and ceramic beaded bracelet, and mesh designs tied with a symbolic knot.

BOSS Jewelry was revealed for the first time at the BOSS Spring/Summer 2020 fashion show on September 22, 2019 during Milan Fashion Week, which provided the ideal occasion to showcase the designs alongside the brand's signature tailoring and leather accessories.

The BOSS Jewelry collection is now available at selected wholesale partners in Germany, France, UK and the U.S.



Further information on the company can be found at group.hugoboss.com. For the latest news on our collections, visit hugoboss.com.

The BOSS Jewelry Collection is produced and distributed by the MGI Luxury Group SA.