



Press Release

## **BOSS reveals Spring/Summer 2021 collection with livestream on TikTok**

On September 25, BOSS revealed an uplifting, colorful and relaxed Spring 21 collection with an outdoor show at the Palazzo del Senato in Milan. Staged before a limited number of guests, the runway show was augmented by a multi-platform global livestream, and a simultaneous live event in China.

The Palazzo del Senato holds particular significance for the brand, as the first-ever BOSS Womenswear show was held here exactly 20 years ago. This return, two decades on, was an opportunity to celebrate the enduring confidence, elegance, and strength of the BOSS woman, as she moves together with the BOSS man into a whole new era.

The tree-lined Spring 21 runway, set amid the columns of the open-air courtyard, brought architecture and nature into perfect alignment. Every tree from the show space will now be donated to the city of Milan, and cared for by BOSS for two years.

Guests including Suki Waterhouse, Maria Pedraza, Juanjo Almeida, Louis Hofmann, Olivia Palermo, Johannes Huebl, Shirin David, Melissa Satta, S.Pri Noir, Caroline Daur, Leonie Hanne, Diletta Bonaiuti, Niki Wu Jie, Andrea Faccio, Candela Pelizza, Marvin-Mario Bahome, Marvin Appiah-Korang, Goodlyne Eric Agossou, Marco Fantini, Christoph Kalbitz, Erika Boldrin, Tamu McPherson, Guido Milani and Cristina Musacchio attended the show in person, while TikTok stars Bryanboy and Nic Kaufmann created content to support the TikTok livestream – a first for a German fashion brand. Walking the runway this season, models included Irina Shayk, Adut Akech, Mica Arganaraz, Nico Potur, Alpha Dia, Leon Dame and Jonas Gloer.



## **Moment of renewal**

The Spring 21 collection captures the current mood within fashion of creativity and renewal, with a focus on craft, color, and artistry. The work of London-based artist William Farr, which unites flowers with found objects, inspires embroidered and printed pieces, while floral motifs and metal eyelet details are seen throughout the collection.

The show continues a decisive move towards casualization, revealing a sportier, younger vision of the BOSS man and woman. Men's hoodies, sneakers, drawstring pants, and bomber jackets all find a place on the runway. Looks for her feature ruching, eyelets, and utilitarian details. BOSS dedication to craft is evident, with many materials sourced in southern Germany, while embroidery and laser-cutting draw the eye to the detail of the pieces. Simple shorts, wide-leg pants, and super-soft knits lend the collection a more easygoing feel than ever before. A refreshing palette of blues, vivid emerald and soft rose enhances this new attitude, along with shades of sand, cream, and forest green.

## **From Milan to Shanghai**

As the show began in Milan, BOSS hosted a simultaneous event in Shanghai, livestreamed to an audience of millions across Chinese digital platforms WeChat, T-Mall and Tencent. Attended by local celebrities, press and influencers, the event included live interviews by Chinese influencer gogoboi with Li Yifeng, Zhu Zhengting and Wang Feifei, as well as a screening of the runway show.

The event concluded with the reveal of an exclusive new capsule collection: BOSS x Justin Teodoro. Co-created with the artist, the styles are available to shop exclusively on T-Mall and WeChat MP for just 48 hours after the show, before a global launch in November.



Further information on the company can be found at [group.hugoboss.com](http://group.hugoboss.com). For the latest news on our collections, visit [hugoboss.com](http://hugoboss.com).

If you have any questions, please contact:

Carolin Scheurer

Manager Brand Communications D/A/CH

Phone: +49 7123 94 83428

E-mail: [carolin\\_scheurer@hugoboss.com](mailto:carolin_scheurer@hugoboss.com)