



Press Release

BOSS Fall/Winter 2020: welcoming a new generation

Milan, February 23, 2020. This season, BOSS celebrates a new generation. In a future-focused show at Milan Fashion Week today, models stepped onto the runway to showcase designs for men and women that seamlessly merge the established codes of the house with a spirit of continual innovation.

Ultra-modern tailoring, elevated outerwear, and fluid jersey pieces come together in a collection named “Generations”, which reworks and restyles BOSS icons to reveal a new contemporary aesthetic.

Bringing together decades of tailoring expertise with a bold, agenda-setting approach, the designs are created for BOSS men and women of every age, background and walk of life.

In a lilac-colored show space at Social Music City, models including Mona Tougaard, Rebekka Longendyke, Jakob Zimny, Kiki Willems, Alvar Schulten, Fran Summers, Serigne Lam, Adut Akech, Toyosi Diya, Olli Heinimaki, Doutzen Kroes, Maartje Verhoef, Jun, Sarah Dahl, Serge Sergeev, Ruiqui Jiang, Jonas Glöer, Bingbing Liu, Rachel Marx, Ning Jinyi, Ilja Sizov, Abby Champion, Jeranimo van Russel, Juliane Gruner, Julian Felix, Sebastien Bednarek, Felice Noordhoff, Khadim Sock, Irina Shayk, Meng Yu Qi, Efraim, He Cong, Sol Goss, Jacob Lepp, Hannah Motler, Erik Rasmusson, Valerie Scherzinger, Lulu Tenney, Mateusz Chmielewski, Dee Glover, Cynthia Arrebola, Leon Dame, Denise Ascuet, Kohei Takabatake, Sacha Quenby, Maike Inga, Delta van Mele, Lara Mullen, Tang He, Tae Min Park, Aivita Muze, Jiri Fejtek, Clea Beuret, Cyrielle Lalande, Alec Pollentier, Hiandra Martinez, Cara Taylor, Alpha Dia, Freek Iven, Ajok Madel, Cherif Douamba, Peter Dupont, Josefina Lynderup, Ba Ruijie, Achenrin Madit, Sora Choi, Jay Taylor, Bella Hadid, Malick

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Bodian, Vittoria Ceretti and Braien Vaiksaar walked an oval catwalk to the sounds of a live orchestra. The musicians performed a piece entitled “Down to Earth”, composed by Henri Scars Struck, at a show attended by over 600 guests, including Orlando Bloom, Cara Delevingne, Ashley Benson, Madelaine Petsch, Miguel Bernardeau, Aitana Ocaña, Toni Garrn, Alex Pettyfer, Amber Valletta, Cameron Dallas, Tommy Dorfman, Todd Gurley, Amy Jackson, Keith Powers, Cindy Bruna, S. Pri Noir in BOSS, Caro Daur, Xenia Adonts, Leonie Hanne, Gala Gonzalez, Johannes Huebl, Carlo Sestini, Marc Forne, Diletta Bonaiuti, Linda Tol, Yoyo Chao, Kit Butler, Andrea Faccio, Erica Boldrin, Kim Cam Jones, Venice Min, Yuwei Zhangzou, Ricky Kwok, Tamara Kalinic, Lisa Hahnbück, Aylin Freund, Mandy Bork, Ann-Kathrin Götze, Guido Milani, Sophia Roe, Emili Sindlev and Mads Emil.

The collection illustrates how the brand’s suiting heritage is more relevant than ever before, with sharp silhouettes in new fabrications and colors paving the way forward for tailoring in the 2020s.

A striking organic pattern features in multiple forms across coats, tailoring, leather, dresses, and accessories. The embroidered pieces are expertly crafted in Germany, a reflection of the longstanding BOSS dedication to hand workmanship.

Outerwear is relaxed and oversized, while impeccably cut jersey dresses, skirts, and tops skim over the body. Hand-woven leather, flowing fringes, and glossy, bonded fabrics with digital prints all add depth and detail.

Vivid red and coral accent a fall-inspired palette of browns, creams, grays, and black, while a fresh shade of lilac offers the perfect counterpart to these warm hues. A new approach to color blocking brings three and four colors together in many looks, evolving the monochrome aesthetic of previous seasons.

This season’s new bags and shoes are offered in luxurious materials and finishes, with square-toe stretch fabric boots for her, and utility-inspired cross-body bags for



him as highlights. Completing the picture, eyewear and jewelry in the show colors offer the perfect finish to this inspirational and forward-looking collection.

If you have any questions, please contact:

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