



Press Release

BOSS presents three-time NBA Champion Draymond Green as face of co-branded BOSS and NBA Capsule Collections

Metzingen, February 04, 2021. Starting this year, three-time NBA Champion Draymond Green is the face of the co-branded BOSS and NBA Capsule Collections for Spring/Summer 2021 and Fall/Winter 2021.

“Partnering with the NBA and working with NBA star Draymond Green, offers us the ability to design regional and national relevant products for BOSS with the best teams and talent that basketball has to offer globally,” said Ingo Wilts, Chief Brand Officer HUGO BOSS AG.

The Spring/Summer 2021 campaign will launch mid-February featuring Green along with a culture cast team including NBA G League forward Isaiah “Zay” Todd, Grammy-nominated rap artist Aminé, and jewelry designer Greg Yuna, among others. The campaign was shot by photographers Ellington Hammond and Darryl Richardson, with creative direction by RanaVerse.

BOSS and the NBA collaborated to launch two capsule collections this year. The initial Spring/Summer 2021 launch will feature co-branded BOSS and NBA styles with the NBA logo as well as nine team logos, including the New York Knicks, Brooklyn Nets, Los Angeles Lakers, LA Clippers, Miami Heat, Chicago Bulls, Golden State Warriors, Houston Rockets and Toronto Raptors. Items in the capsule include long and short-sleeve hooded sweatshirts, crew neck sweatshirts, long and short-sleeve T-shirts, sweatpants and shorts.

"Inspiring our customers with new and compelling stories that cater to their needs is our top priority. This is why the collaboration with the NBA is a great opportunity for BOSS to offer products that increase brand awareness and equity in the U.S. At the



same time, it strengthens the important casualwear segment," said Stephan Born, CEO and President of the Americas.

The first collection will be available from mid-February 2021 in North and South America exclusively at BOSS Stores, boss.com, NBAStore.com and across select wholesale partners including Bloomingdale's, Nordstrom and Saks Fifth Avenue. A second collection for Fall/Winter 2021 will launch in stores October 2021.

High-resolution images can be downloaded from the following link: http://press-service.hugoboss.com/collections/BOSS_NBA_SpringSummer_2021

#BOSSxNBA

If you have any questions, please contact:

press@hugoboss.com

group.hugoboss.com

Twitter: @HUGOBOSS

LinkedIn: HUGO BOSS