

Metzingen, May 16, 2024

## HUGO BOSS SIGNS STRATEGIC PARTNERSHIP WITH DAVID BECKHAM IN A MULTI-YEAR DESIGN COLLABORATION

HUGO BOSS has today announced a global, multi-year design collaboration with David Beckham for its BOSS brand. This partnership will evolve the BOSS Menswear collections over many years to come.

In terms of its scope, the collaboration is the first of its kind for BOSS Menswear and will deliver innovative and captivating designs that reflect the style and aesthetic values of David Beckham and BOSS, appealing to a wide global audience.

Over the coming seasons, the strategic partnership includes capsule and seasonal collections designed and curated by David Beckham, with David harnessing his lifelong style credentials in all stages of the concepting and design process. The collections will embody his signature style as well as BOSS's 24/7 premium lifestyle positioning and its commitment to excellence, highest quality, and superior design. The focus of the collaboration will be on both formal and casual menswear with the first collection presented to consumers in Spring/Summer 2025, with David already appearing in the brand's global campaign in Fall/Winter this year.

"David Beckham is a true global icon in both sports and fashion. With his distinctive entrepreneurial spirit and authentic passion for fashion, he perfectly embodies the values of our BOSS brand. We are very much looking forward to seeing the first collections come to life and working closely with David throughout this multi-year partnership," said Daniel Grieder, CEO of HUGO BOSS.

"Over the last few years, I've been wanting to invest more time in design and fashion, but wanted to ensure I collaborated with a brand and team that could deliver something truly global and impactful. I've really enjoyed the collaboration with BOSS so far and have been impressed by the team's ambition, creativity, and desire for excellence. I look forward to sharing what we've been working on so far, including the Fall/Winter 2024 campaign as the first step in our long-term partnership," said David Beckham.

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### About HUGO BOSS:

HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. With its two brands, BOSS and HUGO, the group offers collections in 131 countries at around 7,800 points of sale and online in 73 countries via [hugoboss.com](http://hugoboss.com). With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

GROUP.HUGOBOSS.COM

X: @HUGOBOSS

LINKEDIN: HUGO BOSS

### About David Beckham

David Beckham is one of England's most successful footballers. With a career spanning 20 years, David has played with some of the most successful clubs in the world, including Manchester United and Real Madrid, as well as the England team, which he captained for six years. David was the first English player to have won league titles in four countries: England, Spain, the United States and France.

After retiring from playing in 2013, David established himself as a successful entrepreneur, working with many of the world's leading brands including adidas, Stella Artois, Tudor, EA, and Nespresso.

In 2018, David fulfilled a life-long ambition to be an owner of a football club when his group was awarded the Major League Soccer Franchise for the city of Miami. Inter Miami CF was officially announced in September 2018 with David as President of the Club.

In 2019, David founded his own content studio, Studio 99. The studio operates both editorial and commercial production, and specialises in developing and producing premium documentary features, series and formats for global platforms and networks, including Netflix and Disney+.

Throughout his life, David has been committed to supporting charities and projects that seek to drive change for the better. David has worked with UNICEF for nearly 20 years as a Goodwill Ambassador, a role that promotes and protects the rights of the world's most vulnerable children. In 2015, David launched the 7 Fund with UNICEF - a unique partnership to give vulnerable and disadvantaged children the opportunity to reach their full potential. David also campaigns for Malaria No More, using his platform to ensure the world and its leaders hear the urgent message of the malaria fight. While, in his position as Ambassadorial President of the British Fashion Council (BFC), David helps promote and nurture British fashion and the UK's creative industries.

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### About Authentic Brands Group

Authentic Brands Group (Authentic) is a unified platform that integrates M&A, brand strategy, creativity and digital innovation to unlock the power of its global Lifestyle and Entertainment portfolio. It connects strong brands with best-in-class partners to optimize long-term value in the marketplace. As the world's largest sports and entertainment licensing company, Authentic's brands generate more than \$29 billion in global annual retail sales and have an expansive retail footprint in 150 countries, including 13,300-plus freestanding stores and shop-in-shops and 400,000 points of sale.

Authentic's brand portfolio includes David Beckham®, Shaquille O'Neal®, Sports Illustrated®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Reebok®, Brooks Brothers®, Barneys New York®, Judith Leiber®, Ted Baker®, Hunter®, Vince®, Hervé Léger®, Frye®, Nautica®, Juicy Couture®, Vince Camuto®, Lucky Brand®, Aéropostale®, Forever 21®, Nine West®, Sperry®, Rockport®, Eddie Bauer®, Boardriders®, Quiksilver®, Billabong®, Roxy®, DC Shoes®, RVCA®, Spyder®, Volcom®, Prince®, Izod®, Van Heusen®, Hart Schaffner Marx® and Thomasville®.

For more information, visit [authentic.com](https://authentic.com).

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