

Metzingen, December 11, 2023

BLOODY OSIRIS REVEALS UNRELEASED HUGO GO-2 SNEAKER SILHOUETTE AT MIAMI ART BASEL EVENT

As Art Basel came to Miami Beach for the weekend of December 8-10, 2023, HUGO was in town to celebrate this global cultural moment in style, along with a host of special guests.

On December 8, HUGO put on a night to remember in partnership with Bloody Osiris, a friend of the brand and acclaimed celebrity stylist at the forefront of fashion.

The event was hosted to preview a not-yet-released, striking sneaker: the HUGO GO-2. The shoe borrows lines from sleek running silhouettes, and for an innovative twist on a classic style, is defined by unique, deconstructed details. Its disruptive accents include bold red logo-label branding, the coordinates of HUGO's Metzingen headquarters printed on the side, and a hiking-inspired tread on the sole. On this occasion, in collaboration with HUGO, Bloody Osiris designed a special version of the HUGO GO-2, which was gifted in limited numbers to friends and family across the entertainment and fashion industries.

The celebrations kicked off with private cocktail event at Miami hotspot Swan restaurant and lounge – famously owned by hospitality mavens Pharrell Williams and David Grutman – in the bustling, creative heart of the city's Design District. At the venue's Rose Room and terrace, 50 guests from across the creative world were invited to enjoy food and drinks, welcomed by Bloody Osiris dressed in a custom HUGO bomber jacket. VIP guests in attendance wearing HUGO looks included Yulz Goddard, Ishod Wair, Nikolai Piombo, Cydney Moreau, D33j, Giovanna Ramos, Lakeyah, Pierre Bourne, Oliver Bromfield, Keinobenz, Ugo Mozie, and Honey. At midnight, the restaurant's main room opened its doors to host an uplifting after-party, soundtracked by DJ sets from DJ Honey, D33j, Odalys, Inan Batman, and Siobhan Bell. A\$ap Ferg, Young Paris, Brandon Almengo, Jeremy Pope, Victor Cruz, Alton Mason, Jnr Choi, Ian Connor, Clermont twins, Trippie Red, Note Mercato, Kenny Rebel, Rich the Kid, Tank Sinatra, Reese Laflare, and more turned up to party with Bloody Osiris and HUGO.

The night provided the perfect opportunity to tap into HUGO's creative, trailblazing DNA, with a celebration of art, music, style, and self-expression. The occasion marked the second

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time HUGO has joined forces with Bloody Osiris, following the brand's hosting of his birthday party during Paris Fashion Week Men's in June 2023.

Igniting the conversation online and capturing the attention of sneakerheads around the globe, the event was covered on HUGO's social channels. Following on from the success of the HU-GO1ST sneaker, launched in March 2023, and the excitement of the upcoming new HUGO GO-2 style, the brand plans to unveil more unique sneaker releases and collaborations in the future, as it continues to expand its presence on the streetwear scene and strengthen its relationship with the sneaker community.

About HUGO and HUGO BOSS:

HUGO, the younger of the two HUGO BOSS brands, provides a platform for self-expression and an authentic way of dressing. Globally engaged and culturally fluent, the brand crafts clothes with individuality and attitude for those who dare to break with convention; those who set trends rather than follow them. Additionally, HUGO-licensed fragrances, watches, eyewear and kidswear all capture a youthful spirit. HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 132 countries at around 7,400 points of sale and online in 70 countries via hugoboss.com. With approximately 17,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 3.7 billion in the fiscal year 2022.

High resolution images can be downloaded here:

<https://press-service.hugoboss.com/press-portal-pages/hugo/fall-winter-2023/hugo-go-2-x-bloody-osiris---miami-art-basel.html>

If you have any questions, please contact press@hugoboss.com.

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FACEBOOK: [facebook.com/hugo](https://www.facebook.com/hugo)

YOUTUBE: [youtube.com/hugo](https://www.youtube.com/hugo)

TIKTOK: [tiktok.com/@hugo](https://www.tiktok.com/@hugo)

[Cydney Moreau](#)

[Ishod Wair](#)

[Nicolai Piombo](#)

[D33j](#)

[Yulz Goddard](#) (Host)

[Giovanna Ramos](#)

[Honey](#)

[Inan Batman](#)

[Keinobenz](#)

[Lakeyah](#)

[Oliver Bromfield](#)

[Pierre Bourne](#)

[Ugo Mozie](#)