

Metzingen, August 22, 2023

## **THE BOSS FALL/WINTER 2023 CAMPAIGN DELVES DEEPER INTO THE INSPIRING STORIES THAT DEFINE A BOSS**

When the galvanizing #BeYourOwnBOSS motto was first introduced during the BOSS brand refresh in 2022, the personal layers and countless stories that lie behind this idea were just beginning to surface. The origin-story follow-up then presented the slogan: 'BOSSes aren't born. They're made.' This uplifting concept delved deeper into the lives of these individuals and presented the audience the idea that grit, pain, and lessons learned are all milestones that make a BOSS. That personal journey is what embodies their strength of character, enriches their story, and humanizes them in a way that invokes respect and emboldens a broader audience. For the upcoming Fall/Winter 2023 collection and its accompanying campaign, BOSS puts the spotlight back onto a selection of top stars and influential ambassadors to explore what it is that defines them as a genuine BOSS.

Showcasing the globally familiar faces of changemakers Naomi Campbell, Maluma, Lee Minho, Gigi Hadid, Khaby Lame, and Matteo Berrettini, the Fall/Winter campaign offers a more intimate angle on their individual stories. It also introduces American football quarterback, Patrick Mahomes, and British actress, Suki Waterhouse, as new brand ambassadors. Short black-and-white videos shine a spotlight on these BOSSes sharing the inspiring stories that have defined their journey so far, and reflect on the moments that have shaped who they are today. While wearing pieces from the new BOSS collection, archival footage is projected in the background, providing an up-close-and-personal take on their climb to the top of their fields. Each intimate video features emotive background music in the form of Tupac Shakur's iconic song 'Changes,' which samples the original Bruce Hornsby and

**HUGO BOSS AG**

Dieselstrasse 12, 72555 Metzingen, Germany  
Phone +49 7123/94-0

**Press Release**

THE BOSS FALL/WINTER 2023 CAMPAIGN DELVES DEEPER INTO THE INSPIRING STORIES THAT DEFINE A BOSS

Metzingen, August 22 **August 22, 2023**

Page 2

the Range single, 'The Way It Is,' creating a synergy that pulls at the heartstrings while conjuring a universal sense of belonging.

The Fall/Winter 2023 collection delivers a blend of sophisticated textures infused with a laid-back approach, embodying the BOSS brand ethos of self-determination and distinctive tailoring. Comprising elevated styles with a retro-modern feel, it features standout colors and nature-inspired prints alongside the brand's iconic palette of black, white, and camel. A striking spectrum of gray tones augments and elevates the mood of the campaign, bringing added visual richness to the overall look and feel.

The moving and motivational approach of the brand's latest social-first campaign – photographed by Mikael Jansson under the creative direction of Trey Laird and his agency, Team Laird – provides a touching portrait of the featured celebrities, while remaining on course with the HUGO BOSS Group's aim to amplify the global appeal of its brands. In fact, over the course of September and October –to coincide with fashion month– BOSS is partnering with TikTok to provide a unique, interactive user experience in key European markets. To maximize buzz ahead of its launch in early September, specifics about the initiative are being kept under wraps, although the collaboration will generate style-related content on the platform to tap further into TikTok's increasingly target-relevant audience – while leveraging the impact of BOSS Global Ambassador and TikTok's largest creator, Khaby Lame.

Lastly, to cement the impact of the new campaign, large-scale outdoor advertising techniques will be deployed in a range of cities internationally, while BOSS stores worldwide will bring the key look and feel of BOSS Fall/Winter 2023 to its window displays and interior merchandising. BOSS.com will host a dedicated hub page to celebrate the campaign's launch and showcase key pieces for the new season.

**Press Release**

THE BOSS FALL/WINTER 2023 CAMPAIGN DELVES DEEPER INTO THE INSPIRING STORIES THAT DEFINE A BOSS

Metzingen, August 22 **August 22, 2023**

Page 3

About BOSS and HUGO BOSS:

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kidswear complete the brand. The world of BOSS can be experienced in over 400 own stores worldwide. BOSS is the core brand of HUGO BOSS, 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 from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2023/Global-Campaign.html>

For any specific queries about the new collection, please contact [press@hugoboss.com](mailto:press@hugoboss.com).

**BOSS.COM**

**INSTAGRAM:** [instagram.com/boss](https://www.instagram.com/boss)

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

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

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