

Metzingen, August 3, 2022

## **EMPOWERMENT AND DETERMINATION DEFINE THE BOSS FALL/WINTER 2022 CAMPAIGN**

For Fall/Winter 2022, BOSS delves deeper into what it means to be your own BOSS with a campaign capturing a group of today's most influential stars.

Building on the incredible success of its brand refresh in early 2022, which established the new brand attitude of inspiring and empowering people to be their own BOSS, the new season sees the brand team up with a star-studded and diverse cast to explore this new attitude on an even deeper level.

The campaign provides the chance for meaningful, purposeful storytelling and connection with the BOSS community. Stars who inspire with their stories of what it takes to be your own BOSS take the spotlight. Next-generation TikTok creator Khaby Lame stars in the campaign, alongside Italian tennis player Matteo Berrettini, German runner Alica Schmidt and British boxer Anthony Joshua. These global brand ambassadors, introduced in the brand refresh campaign last January, each have strategic partnerships and co-designed capsule collections with BOSS. For the first time in BOSS campaign history, legendary British supermodel Naomi Campbell joins the cast. American model Kendall Jenner, world-famous American rapper Future, and South Korean actor Lee Minho round out the luminary talents in the campaign, where they talk in their own words about what makes a BOSS.

Here is where three rooms - in the brand code colors of black, white and camel - reveal themselves. Within each one of them, we see our cast in their unique worlds. These rooms are reminders that when one door closes, another one opens. The path to being your own BOSS is not a singular straight line, but a series of trials, successes, and even failures - but there is always hope and growth on the other side. By walking through these doorways, deeper understanding begins.

The new campaign keeps up the momentum of the brand refresh, and is part of the more comprehensive aim of the HUGO BOSS Group to boost global awareness of its brands in the context of the CLAIM 5 strategy introduced last year.

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**PRESS RELEASE**

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**BOSS**

High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/62c458fc893a850009e8b4c5>

If you have any questions, please contact [press@hugoboss.com](mailto:press@hugoboss.com).

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