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## **BOSS AND KHABY LAME BRING TAILORING INTO THE FUTURE AT THE 75TH FESTIVAL DE CANNES**

For his first trip to Cannes, Khaby Lame set out to make a statement. Putting a unique spin on the red-carpet dress code, the TikTok star wore a BOSS look that fused tailoring tradition with futuristic technology.

To the premiere of "Top Gun: Maverick," Lame wore a custom black BOSS evening suit tailored from virgin wool, complete with silk lapels. He rounded off his red-carpet attire with a white evening shirt and silk bow tie.

In reference to Lame's meteoric rise to digital fame, his look included a technical vest on which a series of flexible digital screens displayed best-performing TikTok videos. Created using innovative solutions from Royole, the one-of-a-kind vest allows for instant and infinite personalization.

Born in Senegal and raised in the northern Italian industrial town of Chivasso, Lame is the fastest-growing content creator on TikTok and the latest global ambassador for BOSS. He is no stranger to fashion, having starred in the much talked about campaign "Be Your Own BOSS" and the brand's desert debut in Dubai. This year, he is due to release his first capsule collection with BOSS, inspired by the brand's reworked codes and Lame's own unique personality.

The first of these collaborative capsules is due to drop online and in BOSS stores later this summer.

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

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**HUGO BOSS AG**

Dieselstraße 12, 72555 Metzingen, Deutschland  
Telefon +49 7123/94 0