

Metzingen, October 12, 2022

## **BOSS CELEBRATES LONDON FASHION WEEK WITH PARTY AT NEW OXFORD STREET FLAGSHIP**

A star-studded cast of British talent was in attendance on the night of October 11<sup>th</sup>, as BOSS campaign stars Anthony Joshua and Naomi Campbell hosted a party celebrating London Fashion Week at the new BOSS global flagship store on Oxford Street.

Sponsored by Clearpay, the party was also a celebration of the global refresh of the BOSS brand as it enters its second phase, and an occasion to inaugurate the new store and celebrate the presence of BOSS in London.

Legendary supermodel Naomi Campbell is the latest icon to join the all-star BOSS cast and feature in the #BeYourOwnBOSS campaign. Wearing a custom black BOSS suit, Naomi was joined by fellow BOSS campaign star, British boxer Anthony Joshua, to host the party.

As the event began, guests including Noah Beck, Suki Waterhouse, Will Gao, Amelia Gray, Jordan Barrett, Akamz, Micheal Ward, Lucien Laviscount, AJ Tracey and Neelam Gill arrived all dressed in BOSS on a black carpet inspired by the brand's iconic color palette.

Mia Regan, William Franklyn Miller and Leomie Anderson were also in attendance wearing looks from a new UK-exclusive BOSS capsule collection, which includes limited-edition editorial pieces inspired by modern Britain in all its creativity and diversity.

The night featured a live performance by renowned British artist Dave, as well as a set from in-demand London DJ Julie Adenuga.

Guests were served canapes inspired by traditional British classics, with attendees enjoying mini Yorkshire puddings, chip butties, and fish finger sandwiches, as well as cocktails from a British gin bar.

The limited-edition capsule collection inspired by British iconography is now available exclusively in the London Oxford Street flagship store, as well as online at [boss.com](https://boss.com) in the UK only.

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**PRESS RELEASE**

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Metzingen, October 12, 2022  
Page 2

High-resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/6332fe013a69f6fe8c90c6ed>

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

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