

Metzingen, July 11, 2024

HUGO X LES BENJAMINS: A JOURNEY ACROSS CULTURES

For Fall/Winter 2024, HUGO is joining forces with Istanbul-based streetwear label Les Benjamins to launch a collection that explores interculturality – where East meets West. More than a collaboration, the pairing of the two brands marks a celebration of shared histories, cultural dialogues, and the unifying power of creative expression through reflective storytelling.

Founded in 2011 by designer and photographer Bünyamin Aydin, Les Benjamins has surged to the forefront of luxury streetwear, blending Turkish heritage with contemporary culture through compelling stories and a unique design philosophy. HUGO, known for its unparalleled tailoring and signature street style, brings its storied craftsmanship to the partnership with Les Benjamins.

HUGO x Les Benjamins is a tribute to the rich tapestry that defines our global narrative. By combining bold and eclectic Eastern aesthetics with the modern mood of HUGO's tailoring, this capsule of street looks and accessories invites wearers to embark on a stylistic journey inspired by history, curated by culture, and tailored by tradition.

The 18-piece selection comprises statement-making men's, women's, and gender-neutral styles. In menswear, highlights include a raw-edged co-ord, a varsity-style bomber jacket and a boxy double-breasted suit, along with laid-back pieces including graphic T-shirts and a swan-motif sweatshirt. A co-ord set – with a tailored blazer and matching skirt – also features in the womenswear offering, which includes other bold designs such as wide-leg pants, tank tops, hosiery, and a contemporary take on the classic white shirt. The gender-neutral segment of the capsule features a striking black trench coat and casual-cool bucket hat.

Throughout the collection, recurring iconography weaves a story of love, unity, and trust. A sketched swan emblem serves as a symbol of unity between Turkey and Germany, while embroidered rose details signify the enduring love that connects families and partners, despite the distances that may separate them. A double-key insignia also stands out,

HUGO BOSS AG

Holy-Allee 3, 72555 Metzingen, Germany
Phone +49 7123 94 0

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acknowledging the strength of the "Key Kids" – the children of *Gastarbeiter*, who wore their home keys around their necks. Demonstrating independence and responsibility from a young age, they returned to empty homes while their parents worked. The double-key emblem not only honors resilience, but symbolizes the capsule's ambition to unlock doors for the next generation, offering them a path to create their own narratives. Complementing these rich motifs, the HUGO x Les Benjamins logo tag adds a signature touch to each piece, uniting the collection under a banner of collaborative excellence.

The capsule's launch is accompanied by an inspiring campaign that explores the experience of growing up Turkish in Germany. Captured in Berlin by Furkan Cetin and Nina Raasch, the campaign features a series of intimate portraits and videos that highlight different personal narratives, fronted by a creative cast: rapper Apsilon, models Tijen Ekici, Kisha Hahn and Simo Baakoun, performing artist Azama Bashir, and writer and creative Arinc Cemal.

"HUGO x Les Benjamins is a vibrant exploration of cultural intersections, where the rich heritage of Istanbul's streets meets HUGO's self-expressive style," says Marco Falcioni, SVP of Creative Direction at HUGO BOSS. "This collaboration is more than just a merging of aesthetics; it's a dialogue between traditions, a blend of histories, and a bold statement on the power of fashion to bridge worlds and inspire individuals across the world. Embracing Les Benjamins' unique viewpoint and HUGO's innovative design DNA, we've created a collection that celebrates the spirit of discovery, the joy of creative expression, and the shared journey of interculturality."

"This collaboration with HUGO pays homage to my *Gastarbeiter* grandparents, whose journey from Turkey to Germany in the 1960s shaped my identity, and whose courage formed who I am today. Being at peace with my identity as a proud German-Turk without having to choose one side is incredibly fulfilling, and I hope this capsule will inspire others to embrace their duality and be true to themselves," says Bünyamin Aydin, founder of Les Benjamins. "I have really enjoyed collaborating with HUGO and having the platform to express my untapped story as the first Turkish-German fashion designer. This will open many doors."

To celebrate the capsule, HUGO and Les Benjamins hosted an event on July 10 at Voo Space in Berlin. Apsilon, a German rapper of Turkish descent, who also features in the HUGO x Les Benjamins campaign, performed live for a curated audience that included press, influencers, and Berlin-based creative talents at the intersection of style, music, and culture.

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HUGO x Les Benjamins will launch on July 11, 2024 in global HUGO stores, wholesale partners, and online at hugo.com.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/hugo/fall-winter-20240/hugo-x-les-benjamins.html>

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 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

About LES BENJAMINS:

Les Benjamins is the leading voice of Eastern Youth Culture.

Unifying street culture of the West with the little-documented underground of the East, Les Benjamins serves as a catalyst for cultural storytelling through the prism of design. Founded by Bunyamin Aydin in 2011, in Istanbul, the brand has built an influential roster of collaborators and supporters varying from Travis Scott to Daniel Arsham, Nike and Apple. Centred on amplifying and platforming the voices of Eastern youth culture, the Les Benjamins' community continues to serve as a potent driving force for the brand, which is now stocked in over 60 leading global retailers across 20 countries.

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

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