

Metzingen, February 15, 2024

AROUND THE WORLD IN STYLE WITH THE NAOMI X BOSS TRAVEL CAPSULE COLLECTION

Naomi Campbell is a fashion icon and a pioneer for empowerment and inclusivity who lives her life like a genuine BOSS. Since she first appeared in the Fall/Winter 2022 global campaign, the brand has built on their synergetic relationship and is proud to present Naomi x BOSS, a dedicated capsule collection for sophisticated, contemporary travelers. Designed in close collaboration with the supermodel, the collection plays a major role in the brand's growth-acceleration strategy in womenswear.

Inspired by Naomi's fast-paced lifestyle, the capsule includes laid-back, iconic essentials that fit the 24/7 wardrobe of a BOSS – a woman who's confident, unapologetically herself, and not afraid to make her mark in the world. Combining modern silhouettes with the brand's signature tailoring, the range contains sophisticated outerwear, adaptable stretch pieces, premium leisure styles, and statement-making footwear. Featuring luxe fabrications including cashmere, cupro and luxe jersey, the collection is imagined in a palette of almond, black, white with pops of bold purple. The capsule uniquely incorporates innovative technological fabrics, intended to make life a bit easier. It offers practicality without compromising on style, ensuring that every piece serves a purpose beyond just aesthetics.

"You'll find pieces in the collection that are versatile and comfortable. These are the kind of pieces that reflect my own lifestyle - always ready for the next adventure, but never compromising on style. There's also an anti-crease feature, which means you can be on the move without worrying about wrinkles, and an anti-stress design in the fabric as well." said Campbell.

"It's always an honor to work with Naomi. She was very much involved and passionately invested in this project from the get-go. Of course, it was her idea to create a travel-themed collection, drawing on her own experiences, personal tastes, and preferences. She knows what she wants and shared meaningful creative input throughout the development process, mixing the BOSS fashion codes with her own iconic style. We had a lot of fun collaborating, working outside our comfort zones, and leaning on one another for insight with specific design challenges as we brought her unique vision to life through the BOSS lens," said Marco Falcioni, SVP of Creative Direction at HUGO BOSS.

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PRESS RELEASE

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Metzingen, February 15, 2024

Page 2

BOSS

The collection will launch on February 15 globally in BOSS Halo stores and with special pop-ups with key partners including Selfridges, London and Bloomingdales New York, supported by a 360 degree marketing campaign amplified across social media and a large-scale outdoor advertising campaign.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/spring-summer-2024/SU24-NAOMI-X-BOSS-.html>

APPENDIX

Key looks:

The Naomi x BOSS capsule collection include modern takes on timeless, two-piece tailoring, such as a double-breasted, pinstriped, gray suit in stretch-infused wool with a wrinkle-free finish. This is complemented by a sleek, black jacket with a shawl collar, designed to be paired with a crisp, white shirt and coordinating leggings made in stretch fabric. Another standout style is an updated version of the classic trench, crafted with an all-over leopard print, eye-catching embossed details, and a practical water-repellent finish. Meanwhile, an oversized, leopard-print tracksuit in tech-spacer jersey fabric provides the ultimate combination of ease and elegance.

Campaign credits:

Photographer: Mikael Jansson

Creative Direction: Trey Laird & Team Laird

Stylist: Jenke Ahmed Tailly

Cast: Naomi Campbell, Georgia Palmer, Alton Mason

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

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Metzingen, February 15, 2024

Page 3

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.

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

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