Hugo Boss AG 28/November/2018

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**BOSS BRINGS CALI STYLES TO NYC**

In New York City, September 09, 2019, Boss will introduce a so called California Breeze that blows into the Big Apple as the BOSS Spring/Summer 2019 collection arrives. For this show, BOSS Menswear and BOSS Womenswear are shown together at New York Fashion Week for the first time!

BOSS is taking an inspiration from the American West Coast with a new collection called “California Breeze.” Showcasing the point of the beaches of Cali and the city of New York, the classic perfect tailoring and clean cut sportswear are relaxed this season. The color palette for the styles is cool and airy. Soft blush and pale blue colors are grounded by sartorial burgundy and navy, while full looks in white take the collection further into the summer. Light teal, orange and deep yellow bring in pops of rich color.

For women and men, the styles are kept clean cut but also calm, these are versatile styles that can be worn in both casual and formal settings. The Suits are made of crinkled cotton and paper touch cloth, while lightweight nylon coats and jackets have a crisp texture, as if exposed to sea spray. Precise pleats appear on beautifully light skirts; blouses and dresses are sharply cut but remain laid-back in fluid viscose-satin. For Accessories to finish the looks, They would be partnered with rubber sneakers, sunglasses to showcase the California sun. Women would wear genuine leather bags with rubber sneakers as well, keeping it young and casual.

Styled in Boss Jamie Dornan, Emma Roberts, Henry Golding ,Liv Lo ,Barbara Palvin , Dylan Sprouse ,Toni Garrn , Daniel Bruhl , Austin Mahone ,Victor Cruz , Karrueche Tran ,Victor Oladipo, Tim Hardaway Jr., Serge Ibaka, Christian Combs ,Amber An, Caroline Daur, Stefanie Giesinger, Xenia Adonts, Leonie Hanne, Gala Gonzalez ,Andrew Cooper, Marc Forne, Ben Dahlhaus, Evangelie Smyrniotaki, Carlo Sestini, Sophia Roe, Kevin Pabel, Lena Lademann, Maya Stepper, Nik Wang, Douglas Joseph, Jeremy Mitchell, Anny Fan, Jiaye Wu.

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