

APPAREL AND ACCESSORIES

Hugo Boss entices Michael Jackson fans with limited-edition piece

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Michael Jackson wears a Hugo Boss suit on the cover of his Thriller album

By BRIELLE JAEKEL

German fashion group Hugo Boss is capitalizing on an iconic moment from its past with a recreation of a famous piece to celebrate the "King of Pop."

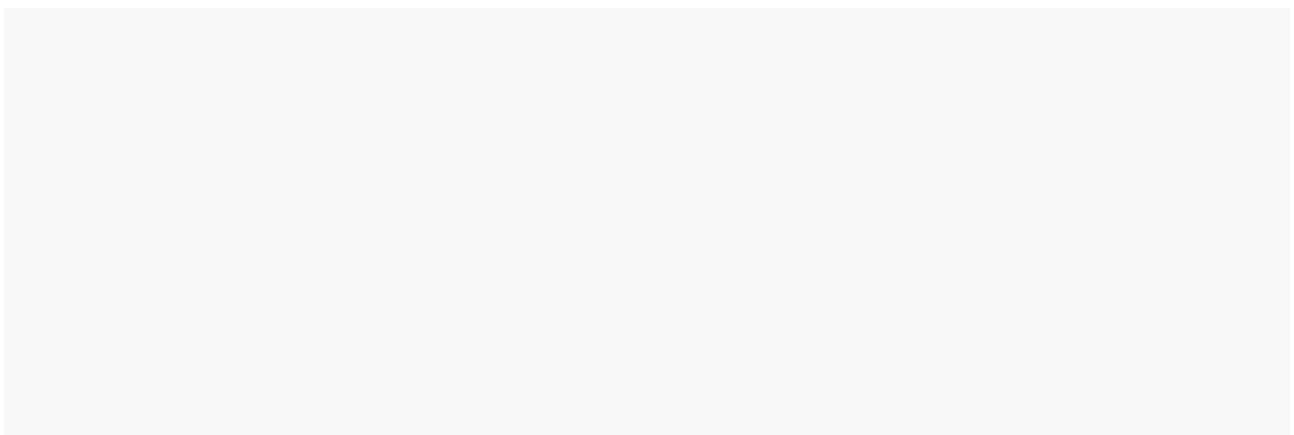
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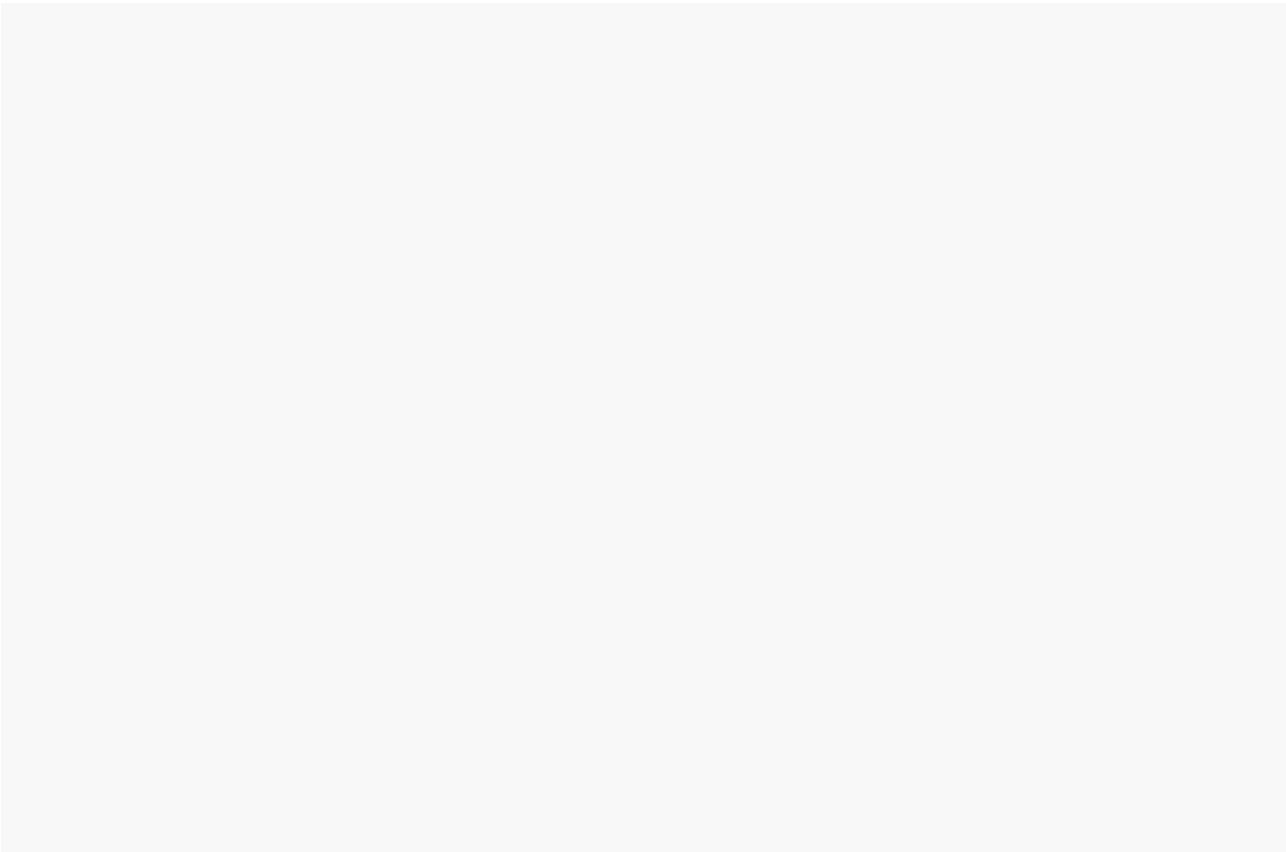
Late musician Michael Jackson released his famous album "Thriller" in 1982, the cover of which featured the singer wearing a white suit from the German brand that would go on to be an iconic representation of his work. Hugo Boss is bringing this suit back, allowing fans to purchase a new version of the piece in a limited-edition.

Celebrating legacy

The limited edition suit is said to be in celebration of Mr. Jackson's "Diamond Birthday year." The artist, while deceased in 2009, would have been 60 on Aug. 29 this year.

Hugo Boss has created a collection of pieces as a recreation of the famous look on the cover of Thriller.





BOSS celebrates the King of Pop in the year of his Diamond Birthday. Looking back at an iconic moment in music history, Michael Jackson released his "Thriller" album in 1982 and selected a BOSS suit for the cover
#BOSSxMichaelJackson

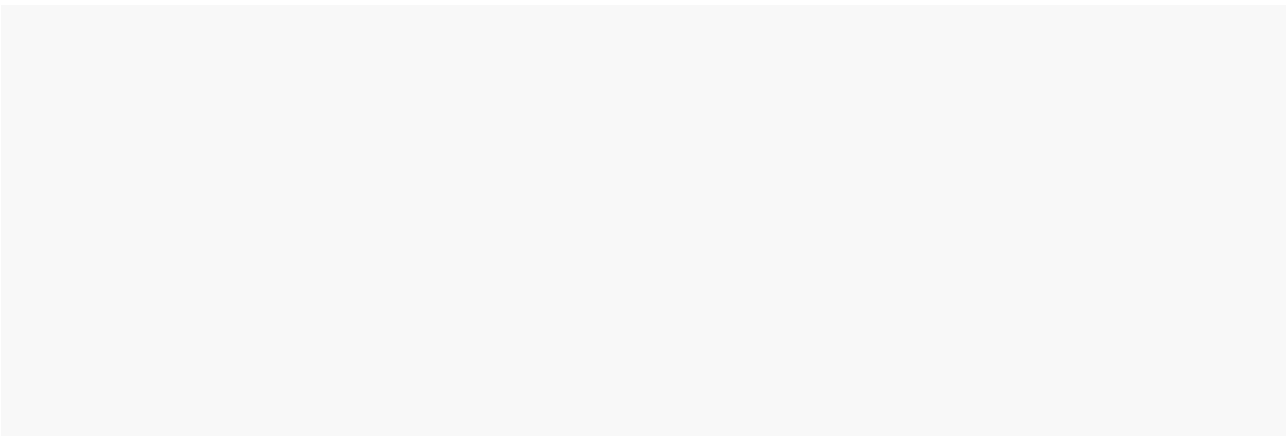
A post shared by BOSS (@boss) on Aug 27, 2018 at 12:07pm PDT

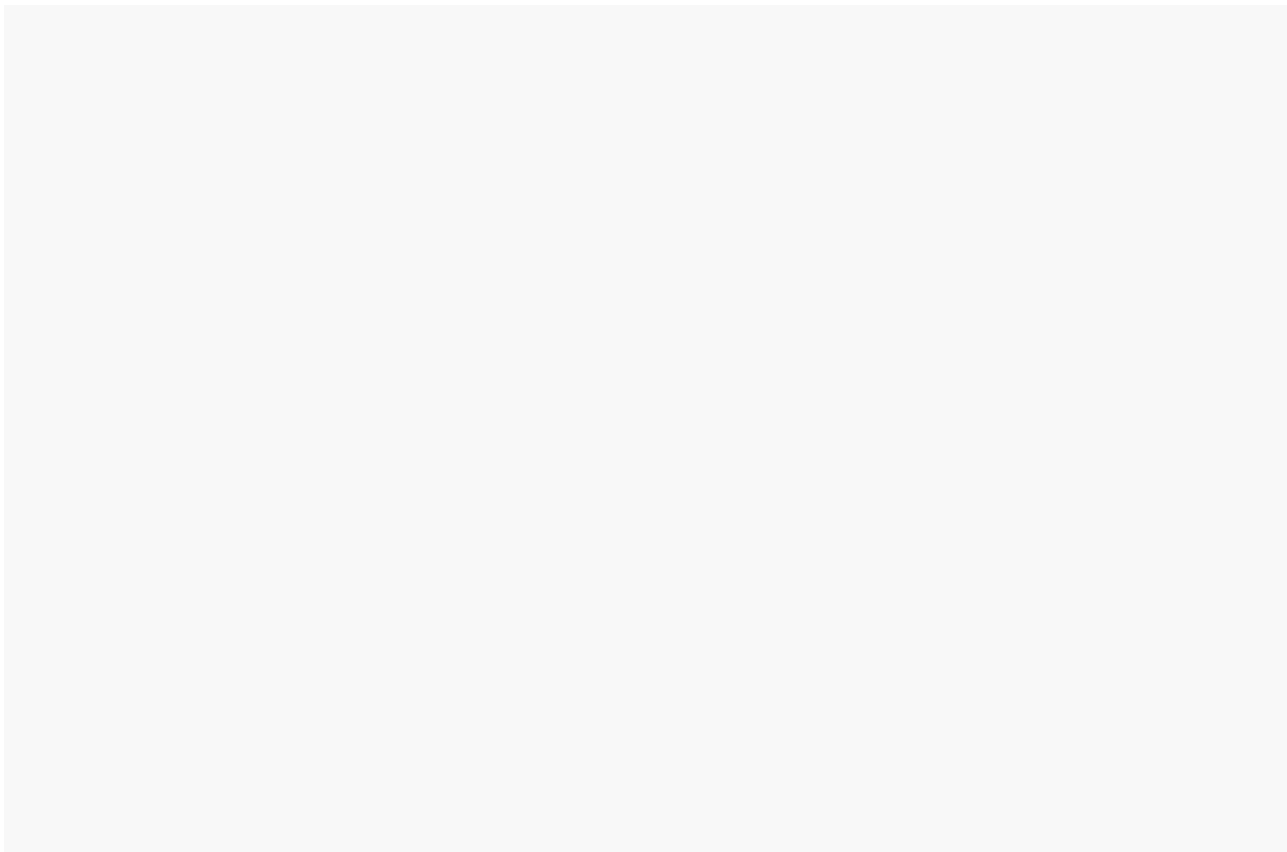
Limited-editions of the suit will be released in a series of 100, at the price of \$1,195, all of which were made in Hugo Boss's factory in Germany. But in addition to the exclusive suit, the label has created a variety of T-shirts featuring the King of Pop in various important moments in his career.

Some T-shirts feature Mr. Jackson in a vintage photo, with text reading, "King of Pop," written across the bottom, while another black shirt shows a grainy print of the photo from the cover of Thriller in a mirrored image.

Another depicts a silhouette of the performer completing one of his iconic dance moves known as the Toe Stand. In large letters "BOSS" is written underneath, followed by "Hugo Boss" and "Michael Jackson."

The T-shirts are unisex and are available on Hugo Boss' dedicated Web page for the Michael Jackson collection, each listed for \$68.





Music legend, style icon: to celebrate Michael Jackson's Diamond Birthday, we have released a new edition of the iconic white BOSS suit worn on the "Thriller" album cover in 1982. The new suit is limited to just 100 pieces and each one was made at our headquarters in Germany #BOSSxMichaelJackson

A post shared by BOSS (@boss) on Aug 27, 2018 at 11:24am PDT

Hugo Boss' limited-edition suit is only available in white, including the jacket with a two-button closure, jetted pockets, kissing and buttons on the cuff and double-pleated pants. Each suit is labeled with its individual production number.

In addition to the merchandise, Hugo Boss is supporting the exhibit "Michael Jackson: On the Wall" at Britain's National Portrait Gallery. The display looks at the pop star's impact on artists, from Andy Warhol to Keith Haring.

Icons and fashion

Brands are often looking to celebrity icons to connect with their fan bases and celebrate their careers.

For instance, French fashion house Givenchy paid tribute to the friendship between its founding couturier and actress Audrey Hepburn with an exhibition in The Hague.

House founder Hubert de Givenchy counted British actress Ms. Hepburn as a close personal friend and considered her a design muse. The "Hubert de Givenchy: To Audrey With Love" was on view at the Gemeentemuseum in the Netherlands and traced their friendship via Givenchy haute couture and accessories ([see story](#)).

Auction house Phillips, in association with Bacs & Russo, also sold the most expensive Omega timepiece at auction.

The watch, which was originally gifted to singer Elvis Presley by RCA Records, sold for \$1.8 million. Lately watches have achieved significant sums at auction, as collectors seek out rare or noteworthy pieces ([see story](#)).