

APPAREL AND ACCESSORIES

Hugo Boss collaborates with the NBA on limited-edition capsule collection

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The Hugo Boss Pre-Fall 21 collection. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is partnering with the [National Basketball Association](#) (NBA) to release a limited-edition capsule collection next year.

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As the NBA prepares to begin its 2020-2021 season next week, Hugo Boss and the American basketball league are collaborating to launch two collections. The initial launch will feature co-branded Boss styles with the NBA logo as well as nine team logos.

"The NBA has put basketball on the world map of international sports, making it a global cultural phenomenon," said Ingo Wilts, chief brand officer for Hugo Boss, in a statement. "The collaboration is therefore an exciting opportunity for BOSS to strengthen our brand awareness, especially amongst U.S. customers and a younger target group.

"In addition, it emphasizes our ambition to continuously expand the share of casualwear in our collections in the years to come."

Lesson in sportswear

Hugo Boss has maintained an interest in sports and a dedication to menswear through its partnerships with European soccer organizations, Formula E drivers and professional golfers and now is expanding its interest and expertise to basketball.

Beginning in February 2021, the first capsule collection will be available in North America and South America exclusively at Boss stores, online and across select wholesale partners such as Bloomingdale's and Nordstrom.

The accompanying Boss and NBA campaign will star a high-profile NBA sports talent to be revealed in February 2021. A second collection for fall/winter 2021 will launch in stores October 2021 with distribution expanding into Europe.

The nine teams included in the collection are: the New York Knicks, Brooklyn Nets, Los Angeles Lakers, Los Angeles Clippers, Miami Heat, Chicago Bulls, Golden State Warriors, Houston Rockets and Toronto Raptors.



Since 2015, Hugo Boss has been the official fashion partner to Real Madrid C.F. Image credit: Hugo Boss

In October, Boss teamed up with American brand Russell Athletics to create a capsule collection of bold casualwear for a new generation. Inspired by both brands' archives, the designs will unite Boss tailoring with Russell Athletic's recognizable sportswear aesthetic.

In November, the NBA and French fashion house Louis Vuitton collaborated on a spring/summer 2021 menswear collection. Under the creative direction of Virgil Abloh, the collection was inspired by the exchange between French craftsmanship and American sports ([see story](#)).

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