

APPAREL AND ACCESSORIES

## Boss recruits NBA star for sporty capsule collection

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*Draymond Green (right) is one of the faces of Boss x NBA. Image credit: Boss*

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is teaming with the National Basketball Association on a capsule collection, in the latest collaboration between the athletic league and a luxury brand.

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Capsule collections are an effective way to encourage consumers to purchase items that are exclusive or available for a limited time. Cross-sector collaborations, such as partnerships with fashion brands and sports leagues, can also broaden audience reach.

### Boss x NBA

The menswear collection includes T-shirts, joggers, hoodies, sneakers and more. Prices start at \$88 for a T-shirt, making it an accessible release for the NBA's large fanbase.

Most pieces are available in black or dark gray, leaving logos as the focal point.

Each piece of apparel is available with either a team logo or the NBA logo in a gradient style. Nine of the NBA's 30 teams are represented in the capsule collection, including prominent franchises such as the Chicago Bulls, Los Angeles Lakers, New York Knicks and Miami Heat.

### *Boss recruited basketball players, musicians and even a designer for the Boss x NBA campaign*

To promote the collection, the fashion label assembled a new #BossTeam. The lineup includes three-time NBA champion and Golden State Warriors star Draymond Green, NBA G League player Isaiah "Zay" Todd, Grammy-nominated rapper Amin and jewelry designer Greg Yuna.

The four men appear in a video campaign wearing items from the capsule collection and shooting hoops on a stylish white court. The casual Boss x NBA pieces are styled with more polished items from the brand, including slim-fit jackets and pants for contrasting looks.

Players in the NBA are among the most influential athletes in the United States, as well as some of the most stylish.

Last year, French fashion label Louis Vuitton collaborated with the NBA for its spring/summer 2021 menswear

capsule collection. Under the creative direction of Virgil Abloh, the collection was inspired by the exchange between French craftsmanship and American sports.

The Louis Vuitton x NBA collection included more than 40 products including apparel, bags, jewelry and shoes. Oklahoma City Thunder guard Shai Gilgeous-Alexander was the face of the campaign ([see story](#)).

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