

APPAREL AND ACCESSORIES

## Hugo Boss launches new collection with adventurous basketball spot

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*The Boss x Russell Athletic collaboration includes menswear and womenswear collections. Image credit: Hugo Boss*

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is celebrating its new capsule collection with a fun and entertaining spot featuring a renowned basketball player.

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The fashion house launched BOSS x Russell Athletic on March 24, featuring pastel-colored shirts, T-shirts, sweatshirts, pants, caps and more. In a new vignette, viewers follow NBA player Dennis Schrder traverse through several different places, following a basketball, dressed in disparate fashions from the new collection.

Haters will say it's fake

Hugo Boss and Russell Athletic have partnered for the new capsule collection, aiming to reflect a century of American sportswear. The new collaboration, with apparel for men and women, presents bold, off-court classics that include relaxed fits, sporty details, and a retro-inspired color palette.

The new campaign was photographed by Joshua Kissi and created in partnership with agency and publisher Highsnobiety.

*The new collection features retro colors, celebrating years of sportswear*

The collection's promotional short film opens with Mr. Schrder sitting on a leather couch, wearing a gray-blue sweatshirt and navy blue cap from the new collection while bouncing a basketball that reads "Boss Athletic." The NBA star then throws the basketball and it travels through the air and then a sandy beach and a pair of palm trees.

The basketball then bounces past a painted mural of Mr. Schrder wearing a sweatshirt from the collection and then the outside a Hugo Boss store until it lands on a skateboard. The ball is then propelled into the sky, bounces off the wing of a plane and lands in New York City, slowly rolling down the block past print ads for the campaign.

The trip continues for the basketball, stopping for Mr. Schrder to use during a game of pickup and then rolling down Vestry Street. The last destination for the basketball is Gotham Hall, where Mr. Schrder also arrives for promotional press conference for the new line.

The comical and fast-paced style of the vignette continues, with the ball bouncing itself into the hoop, only to be caught by Mr. Schrder sporting a salmon-pink blazer and pants, complete with a Boss athletic t-shirt. After catching the ball, the NBA player looks up into the camera and says, "Haters will say it's fake."

This is one of the newest iterations of fashion brands collaborating with athletes, and yet another way to broaden the fashion house's reach.

In February, Hugo Boss teamed up with the National Basketball Association on a capsule collection, in the latest collaboration between the athletic league and a luxury brand. Capsule collections are an effective way to encourage consumers to purchase items that are exclusive or available for a limited time ([see story](#)).

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