

APPAREL AND ACCESSORIES

Porsche, Hugo Boss release new capsule collection

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The collection, reflective of the ethos of both German brands, is inspired by the sleek colors of the Porsche Taycan. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German automaker Porsche and fashion house Hugo Boss are uniting for another season of sporty, emblematic outerwear.

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For the sixth season of their collaboration, Porsche x Boss unites the stylish and athletic with a collection of polos, tees, easy-wear sneakers and more. The collection, reflective of the ethos of both German brands, is inspired by the sleek colors of the Porsche Taycan.

Porsche x Boss

In launching the new collection, the brands also released a short film promoting the offerings. In the vignette, two models walk in front of a Porsche Taycan, with a dramatic soundtrack permeating in the background in conjunction with quick shots of disparate looks from the collection.

The sleek and sophisticated black Porsche Taycan is the ultimate inspiration for the products modeled in front of it, with the dark colorways reverberated in the different looks from the models.

For their sixth season, a new collection inspired by the Porsche Taycan

With several new arrivals, consumers can shop for different occasions and looks, from street-sleek to everyday.

The collection is an ode to the sophisticated and admired air of both brands, with striking metallic touches for an electric approach to menswear. The new products are available for purchase on the Boss website.

The relationship between Porsche and Hugo Boss spans several years.

In 2018, Hugo Boss provided Porsche' Formula E racing team with a series of outfits, as Porsche joined E racing. A special capsule collection also allowed fans of the race and the team's outfits to adopt the look themselves ([see story](#)).

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