

APPAREL AND ACCESSORIES

Hugo Boss unveils FW21 collection with Chris Hemsworth

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Chris Hemsworth models pieces from the new fall/winter 2021 menswear collection. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss has launched new codes for its fall/winter 2021 collection with the help of Australian actor and brand ambassador Chris Hemsworth.

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For its new men's and womenswear collections, Boss has introduced three individual styles: new formal, clash of codes and sports style. In a simple campaign, the *Avengers* star models relaxed, layered looks from the brand's latest offerings.

New possibilities, new horizons

For its new formal edit, Boss recommends four ways fashion lovers can easily dress up: making modern substitutions for the classic components of a suit; trying new structures that provide more comfort; exploring new details and staying subtle.

Boss announced Mr. Hemsworth as its new brand ambassador in January

For its "clash of codes" edit, Boss suggests mixing things up by creating energy through conflicting pieces while maintaining a neutral or realistic base, maintaining continuity in the quality of pieces in an ensemble and staying relaxed.

The label is taking an active approach to the new collection with its third edit, sports style. Modern culture has transformed sportswear into fashion staples, so Boss recommends investing in a tracksuit, coordinating sportswear pieces, staying practical and exploring the technical sides of apparel.

Last week, Boss and German automaker Porsche united for a season of sporty, emblematic wear. For the sixth season of their partnership, 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 ([see story](#)).

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