

APPAREL AND ACCESSORIES

Hugo Boss launches Freddie Mercury-inspired collection

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Hugo Boss is honoring Freddie Mercury with its latest capsule collection. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house **Hugo Boss**' brand Boss has unveiled a unique capsule collection celebrating the style and spirit of legendary Queen singer and performer Freddie Mercury.

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The Freddie Mercury collection includes exclusive designs available in black, white or a bright yellow inspired by the jacket worn by the singer during his last tour with Queen in 1986. The collection is part of Hugo Boss' "Legends" series, which celebrates icons of the past and present with proceeds going to charities close to them.

Boss x Freddie Mercury

In connection with Pride month, Boss' limited collection pays tribute to the musician who pushed cultural boundaries.

The capsule contains statement tees and hoodies printed with black and white photos of some of his renowned performances. Each is accompanied by his autograph or a specially created combined Boss logo and autograph motif.



The collection is part of Boss' ongoing Legends series. Image credit: Hugo Boss

While the Queen frontman lost his battle with HIV and AIDS in 1991, his legacy lives on as he continues to inspire generations, from style to music. The 2018 biopic feature film, *Bohemian Rhapsody*, seemingly reenergized the Queen fanbase and invited new adoring fans into the fold.

The film won four Academy Awards and two Golden Globes and became the **highest-grossing** music biopic in history.

The Boss x Freddie Mercury capsule collection is available online and in Boss stores globally now, with a portion of all proceeds going to HIV/AIDS nonprofit organization Mercury Phoenix Trust.

The tees retail for \$88 and the hoodies retail for \$198.

Since its rebrand, which was unveiled in January, the German group saw record sales for the quarter ending March 31, 2022 a 52 percent year-over-year jump reaching \$813.7 million (**see story**).

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