

APPAREL AND ACCESSORIES

## Hugo Boss, Bape team up for capsule collection

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*Boss releases a new collection with streetwear brand. Image credit: Bape*

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By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss has partnered with Nigo's Mr. Bathing Ape brand to reveal a new capsule collection.

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The formalwear arm of the designer's company Bape, Mr. Bathing Ape is bringing Tokyo style and culture into the luxury space. The collection first debuted in the metaverse in May, where users could shop pieces in the Hugo pop-up store, dress their avatars and create their own shopping experiences.

### Convergence of style

The collection will be available at select Hugo Boss stores and Saks Fifth Avenue has been selected as the exclusive retail partner.

Bape's signature camouflage motif adorns many pieces in the new collaboration in details such as a pocket T-shirt, cargo pants, hoodie pocket, hood and inner blazer lining, and as the main draw of some styles like a short suit, boxer briefs and handkerchief.

A dual-branded logo appears throughout the collection as well and Bapesta sneakers complete the collection in black, gray camouflage and red palettes. Additional products include socks and skateboards.



*The collection features codes from each brand while bringing new energy to the luxury streetwear space. Image credit: Bape*

Inspired by the nightlife and edge of Berlin, Hugo Boss aligned with Mr. Bathing Ape's values for contemporary style, individuality and self-expression.

For the pre-fall 2022 capsule, consumers may find classic codes from each brand reinterpreted to attract young, bold consumers, intended for those who are passionate about streetwear.

Hugo Boss Group saw record first-quarter sales as it builds off the success of its recent rebrand into a more contemporary style.

For the quarter ended March 31, Hugo Boss sales jumped 52 percent year-over-year to 772 million euros, or about \$813.7 million at current exchange. Sales were up 17 percent from Q1 2019, confirming that the group is continuing to exceed its pre-pandemic figures ([see story](#)).

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