

APPAREL AND ACCESSORIES

Hugo Boss releases second drop of Khaby streetwear capsule

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Khaby brings his boldness to the new drop. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is once again teaming up with one of TikTok's most followed for the second iteration of a sartorial partnership with Senegalese-Italian media personality Khaby Lame.

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Originally launched in June 2022, the **BOSS x Khaby** capsule is executed in partnership with the TikTok elite and showcases the power of streetwear. Vivid colors and a focus on self-expression are homages to the creator's gravitas and position in current pop culture.

Boss drop

The limited-edition capsule features animated dolls and images of the creator, performance wear, bucket hats and all-black pieces with pops of purple and orange.

The styles are signatures of Gen Z a population that has made loungewear popular.

A doll was co-created for the collection by Khaby and can be attached to the capsule's hoodie, adding a touch of the creator's signature practicality to the bunch. His humor and willingness to stand up against the status quo earned him the partnership with Hugo Boss, the brand centering this boldness in both of the drops.

@boss A universe of animated style. Check out the second drop in our collaboration with **@khaby.lame** and explore a world of must-have pieces **#BeYourOwnBOSS original sound - BOSS**

TikTok content promotes the Khaby collab and caters to Gen Z

Khaby Lame is officially the most followed person on the social media platform, having a following of nearly 154 million people, and carrying 2.4 billion content likes. The TikTok star rose to fame after uploading various videos, poking fun at the unnecessary "hacks" that go viral on the platform, citing their needlessness.

With his massive online presence, Khaby has seemingly found the social media pull formula with users of his generation. Online channels such as TikTok seem to be the future, and Hugo Boss' collaborator and creator is at the forefront of it.

BOSS x Khaby Exclusive Collection / BOSS

In recent years, the brand has greatly expanded its online presence in a push to reach younger consumers, adopting a strong omnichannel marketing approach, all while appealing to the rebellious nature of young people through its #HUGOYourWay mantra ([see story](#)).

Hugo Boss has also enlisted the help of other TikTok stars and branded events such as a Coachella hosting to attract Gen Z's attention in the past.

The company is additionally embracing circular solutions in its business model, a sustainability concept famously lauded by the target group.

The brand's various transformations and efforts to better target the interests of Gen Z and young millennials appear to be working, per subsequent record earnings ([see story](#)).

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