

APPAREL AND ACCESSORIES

Colombian artist Maluma fronts collaborative drop from Porsche, Boss

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The Colombian singer is one of six celebrity Boss ambassadors featured across the spring/summer 2023 collections. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German luxury automaker **Porsche** and German fashion house **Hugo Boss** have just dropped a spring/summer 2023 capsule.

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The latest cobranded collection in this continuous partnership is comprised of a mix of water-repellent baseball caps, slip-on canvas sneakers, hybrid jackets and polo shirts. Colombian singer Maluma joins five other celebrities, including British model Naomi Campbell and American model Gigi Hadid, in representing the brand's Boss label in a new campaign.

Owning it

Tapping into Maluma's widespread appeal, Porsche and Boss' campaign features the star sporting pieces from the brands' latest.

A video excerpt features the singer in a dark blue Porsche x Boss Nappa leather jacket in dark blue.

The outerwear item falls under Boss' "Responsible" vertical, meaning production utilizes fewer resources as compared to the base Hugo Boss line, per the brand.

Maluma models select pieces from the latest Porsche x Boss collection.

Elsewhere in the video, Maluma is seen wearing a Porsche x Boss hybrid hooded jacket with striped trim, another "Responsible" pick. He pairs the top with tonal-mesh tracksuit bottoms from the newly-released line.

Other highlights include padded jackets in black and orange, leather lace-up sneakers and water-repellent hoodies.

Born and raised in Colombia's second-largest city of Medellín, Maluma has gained international acclaim. The singer's 2020 single "Hawi," titled after the state's Spanish name, reached the third spot on the Billboard Global 200 chart.

Basics, including the Porsche x Boss mercerized-cotton t-shirt, start at \$128, while specialty pieces like the aforementioned Nappa leather jacket break the thousand dollar mark. Those interested can shop the collection [here](#).

The two German brands have released several versions of this capsule over the years. A fall/winter 2021 clothing release was inspired by the colors of the Porsche Taycan ([see story](#)).

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