

APPAREL AND ACCESSORIES

Hugo Boss drops gender-neutral capsule inspired by martial arts legend Bruce Lee

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The latest iteration of the BOSS exclusive showcases the fighting spirit of martial arts legend Bruce Lee. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is out with a gender-neutral capsule, celebrating the talents of a martial arts master.

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The "BOSS Legends: Bruce Lee" release is the latest of the brand's ongoing series, which has previously nodded to boundary-breakers and risk-takers such as professional boxer and activist Muhammed Ali, as well as Mexican painter and feminist icon Frida Khal0. With values of conviction and courage at its core, the capsule superimposes photographic prints of Mr. Lee onto high-quality casual wear.

Looking like a boss

Mr. Lee's pioneering spirit drove the capsule collection, according to the brand.

The American athlete is among the most famous pop-culture figures of the 20th century, having dabbled in the crafts of acting, directing, teaching and of course, martial arts.



Each item features either Mr. Lee's image or name, being steeped in his identity. Image credit: Boss

Those wanting to purchase the current capsule featuring Mr. Lee can do so at [hugoboss.com](https://www.hugoboss.com). With this drop, the star

joins a slew of other changemakers that Boss has honored with the Legends line ([see story](#)).

A new campaign brings his heritage and practice to light.

Set in a restaurant, models wearing the collection perform martial arts to the tune of the same retro guitar music found in the background of 1970s fighting films as, all the while, "Maneki Neko" Fortune Cats wave them on.

Break the mold and follow your flow

Breaking out of the traditional combat styles, Mr. Lee invented his own philosophy, having since dubbed the moves by the moniker "Jeet Kune Do." The practice is eclectic and blends unarmed self-defense, Zen Buddhism and Taoism, in addition to the details picked up across the athlete's personal background.

Today, this fusion is still taught as a modern approach to martial arts worldwide.

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