

APPAREL AND ACCESSORIES

Hugo Boss hitches growth strategy to sports stars, new tennis styles

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German tennis players Noma Noha Akugue, 20, and Ella Seidel, 18, will wear outfits from Boss at qualifying rounds for the Australian Open this month. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house **Hugo Boss** is doubling down in the world of on-court fashion.

Signing two new womenswear brand ambassadors, German tennis players Noma Noha Akugue and Ella Seidel, the two athletes will participate in the Australian Open's qualification rounds in specially designed outfits. Activating under the core brand, Boss, for sportswear launches, the company's first women's tennis capsule will also be released this year.

"I am delighted to be welcomed into the Boss family as an ambassador," said Ms. Akugue, in a statement.

"I feel inspired by the brand's ethos, and always strive to be my own BOSS' both on and off the court," she said. "I'm excited by this opportunity to put women's tennis firmly in the spotlight and forge a deeper connection with my fans."

Quite the racket

Ms. Akugue and Ms. Seidel, aged 20 and 18, respectively, have been named the "ones to watch" in their field.

The talents will don black and cream Boss outfits looks include plisse-hem dresses, skirts, technical shirts and layered, color-blocked shorts with logo details as they compete in Australia's top tennis tournament, beginning Jan. 14.

"It is a real pleasure to enter this partnership with Boss at this exciting point in my career," said Ms. Seidel, in a statement.



Coming in cream and black hues, the womenswear selections are tailored to the needs of athletes. Image credit: Hugo Boss

"I admire the brand's continuous support for tennis and sports in general and am looking forward to channeling Boss energy, confidence, and courage into my games."

A fellow brand ambassador is helping Hugo Boss introduce a separate set of styles to consumers.

Matteo Berrettini, a Boss ambassador and campaign star since 2022 ([see story](#)), will join his peers at the Australian Open this year. In celebration, the brand has cocreated a capsule with him.

Intended for activity, the Boss x Matteo Berrettini collection includes sports staples such as shorts, baseball caps, polo shirts, zip-up hoodies, logo T-shirts and drawstring-trimmed joggers.

Select items will be boosted with garment technologies like Noble's odor-controlling Ionic+ capability and S-Caf fabric, a moisture-managing and UV-protective material made from recycled coffee grounds.

Introducing the new BOSS x Matteo Berrettini capsule collection there's fresh takes on sports staples, and the new GEL-RESOLUTION 9 ASICS tennis shoe for comfort and style on and off the court

Explore more: <https://t.co/CKKt4AvLK#BeYourOwnBOSS> pic.twitter.com/1prdxLp7o

HUGO BOSS Corporate (@HUGOBOSS) January 10, 2024

An exclusive design of the Gel-Resolution 9 tennis shoe, made in partnership with sporting goods company Asics, is additionally part of the capsule. Debuted by Mr. Berrettini on the court, this third product drop in the series comes in white with black and camel accents, and features Boss logos on the rear outsoles.

Similar to the clothing items, the sneaker complements play. The footwear integrates Asics's signature Dynawall, a stabilizing technology that supports lateral movements comfortably with an advanced lacing system.

As of Jan. 10, customers can browse these looks at tennis-themed pop-up stores in Terminal 2 and Terminal 3 at the Sydney Airport.

The spaces carry an array of modern sportswear from the main menswear line and styles from the Boss x Matteo Berrettini and Asics x Boss x Matteo Berrettini collections. These items are available online at boss.com and selected stores as of Jan. 10.