

APPAREL AND ACCESSORIES

# Hugo Boss teams with Shohei Ohtani on casual capsule

April 8, 2024



*The MLB season recently kicked off, bringing new life to America's pastime. Image credit: Hugo Boss*

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By LUXURY DAILY NEWS SERVICE

German fashion house **Hugo Boss** is tapping a major sports star for a collaborative clothing drop.

The label is working with Japanese baseball player Shohei Ohtani, an all-time athletic talent in the middle of an already accomplished career, on a new capsule. Released under the core Boss brand over the weekend, the collection includes "smart-casual" and "off-field essentials" within the menswear category.

"I've always known how important it is to be yourself, to stay true to your instincts," said Mr. Ohtani, in a statement

"That got me this far in the game and in life, and I've always been proud to partner with a brand whose own ethos is completely aligned with mine," he said. "This new collection combines my passion for baseball with world-class Boss tailoring, innovative design, and the renowned quality we all know and admire from the brand."

## Home run

Releasing just days after Major League Baseball's opening game of the 2024 season, the Boss X Shohei Ohtani collection spans 13 items.

Shirts, blazers, trousers, polos and jackets round out the capsule of "performance-driven designs," each inspired by varsity codes and the heritage of the sport. All of the wearables come in shades of blue and white, potentially a nod to Mr. Ohtani's new team, the Los Angeles Dodgers, a storied franchise in the MLB.

*Mr. Ohtani stars in a promotional film released alongside the assemblage*

To correspond with the drop, the Boss brand released an advertisement showing the 29-year-old baseball star modeling various pieces from the capsule. The label is also running the campaign across its social media channels.

Available now on the maison's [website](#), the collection ranges in price from \$158 for the Boss X Shohei Ohtani Cotton Polo Shirt, to \$2,395 for the Boss X Shohei Ohtani Woll-Blend Baseball Jacket.

Hugo Boss has been active in the sporting world as of late, signing two tennis stars as brand ambassadors ([see story](#)) and debuting a wide-ranging collaboration with the National Football League.

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