

SPORTS

Hugo Boss scores collaboration with NFL

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The collection launched last week. Image courtesy of Hugo Boss

By ZACH JAMES

German fashion house Hugo Boss is converting a first down via a renewed partnership.

Launched on Aug. 13, the company's latest project, created with the help of the National Football League, takes the form of a collection with pieces representing 21 of the organization's 32 teams. The collaboration between the NFL and the core Boss brand marks a rare crossover between major American sports leagues and luxury maisons, uplifted by the appearance of four star players from across the league in a corresponding campaign.

"This collaboration between Boss and the NFL feels very natural and organic," said Daymon Bruck, chief creative officer at [The O Group](#), New York.

"Both brands appeal to a younger male demographic a group that has recently become one of the fastest-growing luxury consumer segments," Mr. Bruck said. "The new campaign featuring marquee players adds some authentic star appeal to the collection.

"Who better to sport these new designs than the NFL bosses' themselves?"

Mr. Bruck is not affiliated with Hugo Boss, but agreed to comment as an industry expert.

Touchdown drop

The Boss x NFL 3.0 collection includes t-shirts, sweatshirts, sweatpants, hoodies and jackets utilizing the team colors and logos of squads from both the American Football Conference and National Football Conference.

The San Francisco 49ers, Chicago Bears, Buffalo Bills, Tampa Bay Buccaneers, Los Angeles Chargers, Los Angeles Rams, Kansas City Chiefs, Washington Commanders, Dallas Cowboys, Miami Dolphins, Philadelphia Eagles, New York Giants, New York Jets, Jacksonville Jaguars, Detroit Lions, Green Bay Packers, New England Patriots, Las Vegas Raiders, New Orleans Saints, Seattle Seahawks and Pittsburgh Steelers are all represented within the wide-ranging capsule.



The drop marks the NFL's second collaboration with Boss this year. Image courtesy of Hugo Boss

"While this collaboration between the NFL and Boss makes perfect strategic brand sense, the designs themselves are fairly toned down and don't seem to maximize either brand visually or creatively," Mr. Bruck said.

"All items look like elevated versions of standard sports merchandise, and with refined fabrics, cuts and finishes they appear to justify the higher price point of the collection," he said. "I can see this collection appealing to a broad fashion-minded sports enthusiast, especially one who appreciates the refined fit and fabric that Boss is known for."

Each of the items comes in grey, black, white, beige or respective team colors, with the New York Giants receiving limited-edition apparel themed around the club's 100th anniversary. The collection is exclusive to the Boss online store in the Americas, as well as the official NFL shop and select retail partners across North America.

Hugo Boss presents "Unleash Your Inner Boss"

To promote the launch, Boss linked up with four stars from the league, tapping Chiefs quarterback Patrick Mahomes, Cowboys linebacker Micah Parsons, Lions receiver Amon-Ra St. Brown and Dolphins receiver Braxton Berrios to appear in a campaign titled "Unleash Your Inner Boss."

In imagery crafted by creative director Trey Laird, who has worked with the house before ([see story](#)), the athletes are presented as having superhuman abilities, much like audiences would expect to see in a Hollywood blockbuster. Fast camera moves and advanced computer effects, identical to those used in big-screen productions, help with this elevated advertising aim.

The song "Who Ready" by American rapper NBHD Nick scores the film, potentially heightening the capsule and marketing's appeal to the Boss brand's target audience of younger male luxury consumers.

Rounding out the push, the brand sat down with each of the spotlighted athletes to play a word association game, asking what comes to mind when faced with topics such as the red zone, Gen Z and crop tops.

Athletic focus

Hugo Boss began its partnership with the NFL in early 2023, with Boss x NFL 3.0 representing the duo's fourth capsule overall and second released this year.

Hugo Boss plays "Touchdown Wordplay" with NFL stars

Celebrating the Super Bowl championship game, held on Feb. 11, 2024, the fashion house debuted a capsule themed around competition, including t-shirts, jackets and hoodies.

The company has hitched itself to professional sports in recent years, reaching far outside of the NFL and its 32 total teams.

Just this summer, Boss released a collaborative menswear drop with Japanese baseball pitcher Shohei Ohtani ([see story](#)), a star for the storied Los Angeles Dodgers franchise in the MLB, and signed two tennis stars as brand ambassadors in anticipation of a themed sporting capsule ([see story](#)).