

APPAREL AND ACCESSORIES

Boss x Aston Martin capsule hits the road

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The capsule was released last week in-store and online. Image credit: Aston Martin

By ZACH JAMES

British automaker Aston Martin is venturing into the menswear game with the help of German fashion house Hugo Boss.

The companies are welcoming their first capsule together, releasing the collaborative apparel assemblage on Aug. 21. Marking the inauguration of a new lifestyle partnership between the manufacturer and the Boss sub-brand, the drop draws from each label's archival designs to craft pieces that focus on sophistication and top-end performance.

In motion

Off-track performance stands at the center of the collection, with high-end fabrics such as leather, merino wool, water-repellent polyester and a blend of carbon fiber and cotton denim serving as the foundation for the clothing.

Leather jackets, puffer coats, baseball caps, polo shirts, chinos, t-shirts, hoodies and more make up the nearly two dozen-piece menswear capsule, all colored in shades of white, pale gray, opal green or dark mink. Each of the looks is said to combine Boss' apparel expertise and aesthetics with Aston Martin's design prowess, with printing inspired by the automaker's iconic quilted leather seats; zip pullers, cord ends and snap buttons drawing from various parts of the manufacturer's vehicles.

To promote the drop, the duo tapped Spanish race car driver and Boss brand ambassador Fernando Alonso to star in a campaign.

Boss and Aston Martin present the capsule in a new short film

"I'm proud to front the campaign for the first-ever Boss x Aston Martin capsule collection," said Mr. Alonso, in a statement.

"Both Boss and Aston Martin stand for commitment, innovation, performance and iconic style," he said. "I can't wait for fans to experience the energy that both brands have brought to this collaboration."

The film shows Mr. Alonso driving an Aston Martin supercar through the countryside, stopping at a picturesque modern home surrounded by greenery. Through kinetic cuts and stylish camera moves, the viewer can spot the athlete in various pieces from the capsule, including a button-up shirt and a black leather jacket.

The inaugural Boss x Aston Martin capsule is available now in-store, on [Boss.com](https://www.boss.com) and at select global retailers.

This pre-fall batch serves as a precursor for what is to come from the two luxury mainstays. Going forward, Boss and Aston Martin will launch two collaborative clothing collections each year.

Crossing over

Hugo Boss and Aston Martin are the latest fashion brand and automaker duo to work together, with another couple debuting a collection earlier this month.

Italian automaker Lamborghini and British men's swim brand Orlebar Brown began a multi-year deal in early August with the release of a collaborative beachwear capsule, taking on casual looks with a focus on all-day comfort ([see story](#)).



Multiple luxury automotive names have worked with apparel brands in recent months. Image credit: Aston Martin

Outside of the automotive space, professional sports have been a popular avenue for prestige labels to look to for high-profile partnerships.

Notably, On Aug. 13, Hugo Boss and the National Football League expanded their collaboration to include items featuring the colors and logos of 21 of the organization's 32 teams ([see story](#)).

Other luxury brands have looked to Hollywood in recent days for this same purpose, with U.S. retailer Saks rolling out the red carpet for the upcoming Warner Bros. film *Beetlejuice Beetlejuice* with a selection of exclusive clothing and jewelry pieces ([see story](#)).