Boss launches its new campaign from Dubai. The flagship brand of the German group, Hugo Boss, took its new ambassadors to the desert on Thursday, February 10, orchestrating an extensive communication campaign around its new collection "see now buy now" for Spring/Summer 2022. Among the guests and models for the day were tennis player Matteo Berrettini, the Italian-based Senegalese Tik Toker Khaby Lame, and the German athlete Alica Schmidt.
They walked the runway alongside supermodels Cindy Bruna and Didi Stone, as well as Australian model Madeline Stuart, who has Down syndrome, and French youtuber Sundy Jules, while also posing for pictures. The film was shot in the middle of the dunes in the Dubai Desert Conservation Reserve at the foot of three huge black, white and camel columns, using elements of Boss’ new visual identity, and broadcasted on social media platforms.

They were joined by other celebrities in the evening, including model Precious Lee, American singer Teyana Taylor, Taylor Hill, Italian Michele Morrone, American Patrick Schwarzenegger and American-Korean Ashley Park, along with many Paralympic athletes.

There were around 100 people in total, including many influencers such as German Tik Tok star Younes Zarou, who has more than 44.6 million followers on Instagram, and American model Wisdom Kaye. Dressed in Boss from head to toe, they all enjoyed posting numerous stories about their Dubai escapade, which were immediately reposted on the brand’s social media accounts. The fashion house celebrates this global multimedia project's success that generated "a phenomenal buzz", they said in a press release.

The Hugo Boss group, which ended the year on a high note with an increase in sales of more than 50%, is preparing to close its Scandicci factory in Tuscany, where it produces its leather goods and women's shoes, and announced a mass layoff of 21 employees.

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