



HUGO BOSS

NEW COLLECTION



VARSDITY



MERIDIEN



The Meridien pen reveals a futuristic, angular silhouette defined by a precise sequence of vertical and horizontal deep-engraved stripes. This graphic interplay forms a modern interpretation of the timeless herringbone pattern, giving the pen a sense of movement and structure. The minimal matte gunmetal plating reinforces its clean geometry, resulting in a piece that feels confidently modern and distinctly architectural.

SIGNATURE



A vibrant, gold-accented signature line that transcends categories pen, small leather goods, writing folders, and keyring all celebrating the new Double B logo. Designed for effortless gift sets, the five hues black, taupe, lilac, burgundy, and nude mix and match beautifully.

SIGNATURE



ICONIC



An ensemble of luxuriously minimal products including bottles, multiplug chargers, pens, small leather goods, computer pouches, and cosmetic pouches, all elevated by the iconic BOSS three-color signature stripe. Whether used as a subtle accent or a bold statement, this unmistakable stripe adds a final BOSS touch.

VARSAITY



UMBRELLAS



ARCHE



Arche Horizon reinvents a market favorite with an innovative yet timeless surfacing defined by an intricate horizontal stripe pattern. The pieces are plated in shiny black and enriched with crisp chrome accents. The design is completed by the Double B logo positioned at the top, delivering a refined and unmistakable signature.

DOUBLE B



The Double B collection showcases the iconic logo through three-dimensional metallic hardware on carefully chosen Saffiano leather. It spans a range of small leather goods, while the matching pen echoes the look with a wrapped cap and a signature at the top.

RIVE



Rive unites its pen and keyrings in a shared, distinctly modern design language that highlights the new Double B logo through a refined contrast of metal finishes. A tight diamond-cut surface is set against crisp smooth trims, logo, and accents, creating a sharp and contemporary signature available in chrome, gunmetal, and black.

ARCHE



Arche Pattern introduces a pen with a modern tapered silhouette, elevated by an innovative brushed-aluminum surface engraved with a pattern inspired by activewear mesh. The matching folder completes the concept with a luxurious matte black finish made more casual and contemporary through an oversized BOSS logo crafted in mesh-inspired material.

GRAINED





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