

BOSS

BUILT ON SOLID SUBSTANCE

SHARED VIGILANCE BUILT ON SOLID SUBSTANCE

We live in an age of diminishing certainty. A generation raised on the promise of progress now finds itself doing double the effort to earn half the reward. Economic pressure, constant change, and fading guarantees have transformed stability from an expectation into an ambition.

Yet this generation does not retreat. It carries the weight of responsibility, learns to navigate uncertainty, and moves forward despite it. What appears fragmented becomes a source of strength. Diverse cultures, perspectives, and experiences converge, transforming individual resilience into collective momentum.

Build on Solid Substance explores this journey — from pressure to purpose, from adaptation to progress, from uncertainty to structure. It is a reflection of a generation that no longer waits for stability to be inherited, but chooses to create it. In doing so, it accepts a responsibility greater than itself: to build foundations for those who follow, just as previous generations once built them for us.

This generation carries.
This generation builds.
This generation is BOSS.

BOSS



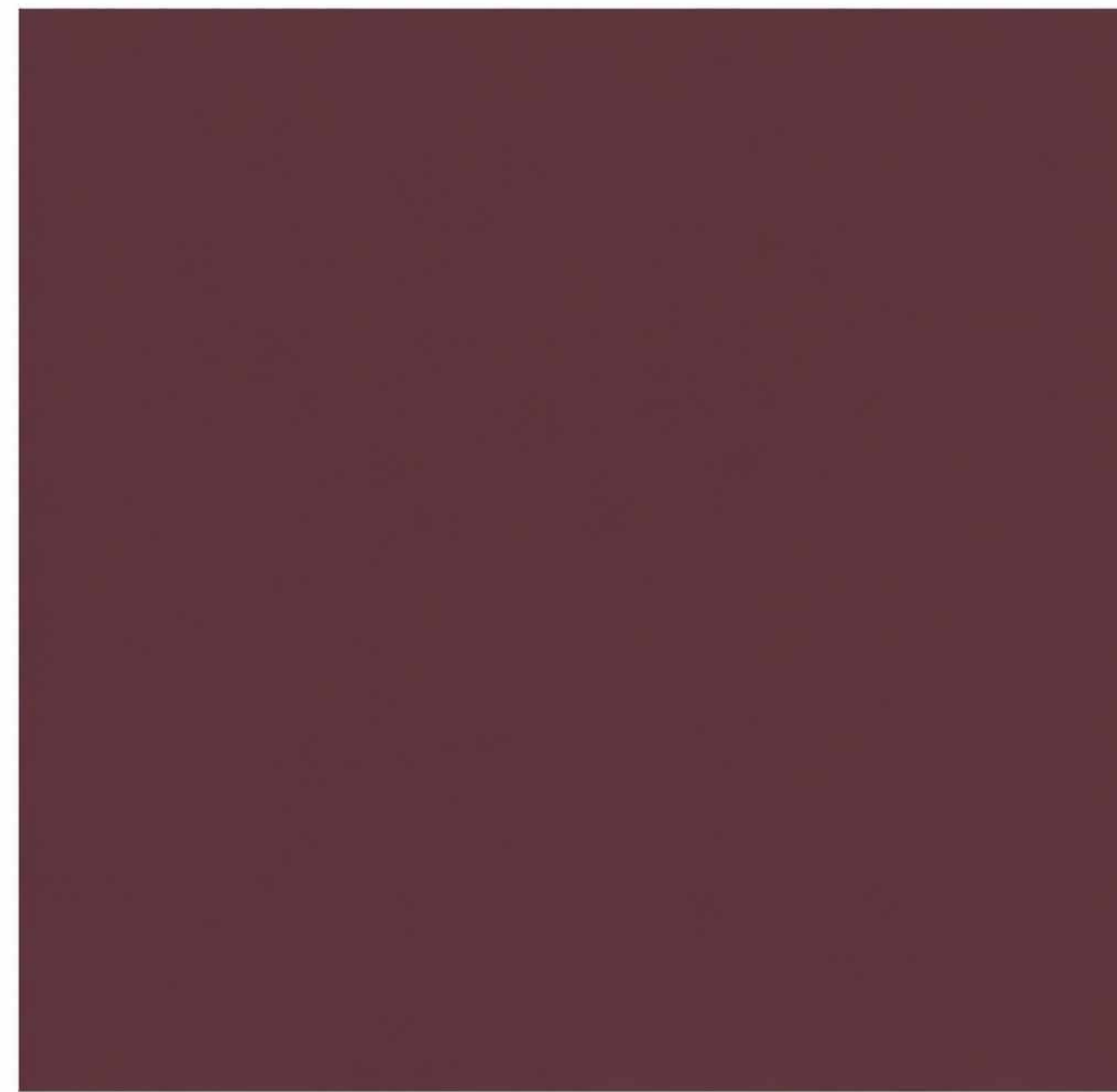
BOSS



PANTONE®

19-4005 TCX

HEAVY BLACK



PANTONE®

19-1521 TCX

HERITAGE BURGUNDY

BOSS



BURDEN

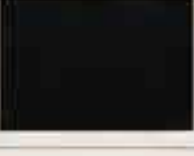
The weight is felt.

Faced with growing expectations and fewer guarantees, this generation carries more than those before it. Protective volumes and structured tailoring embody responsibility, endurance, and quiet determination.

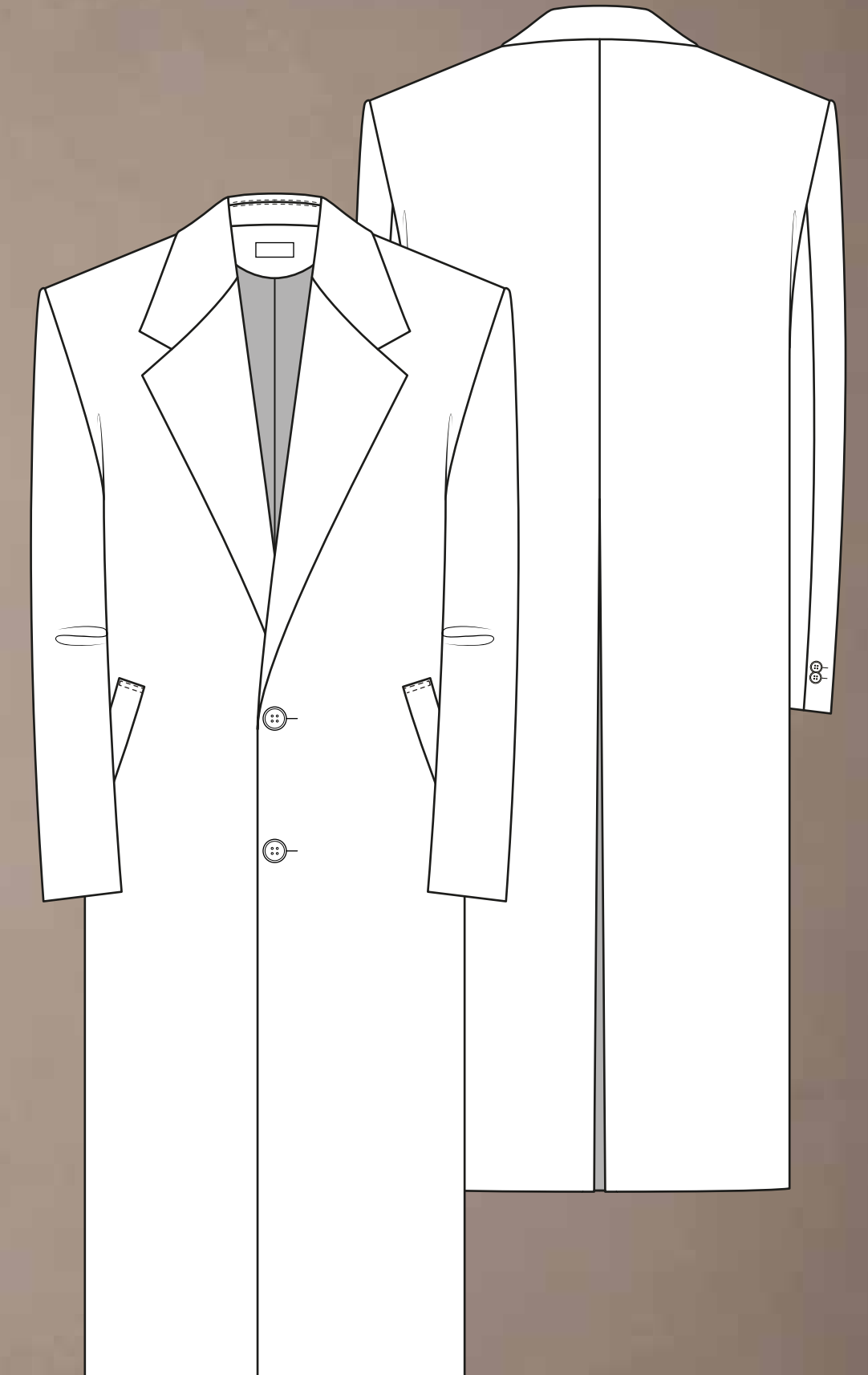
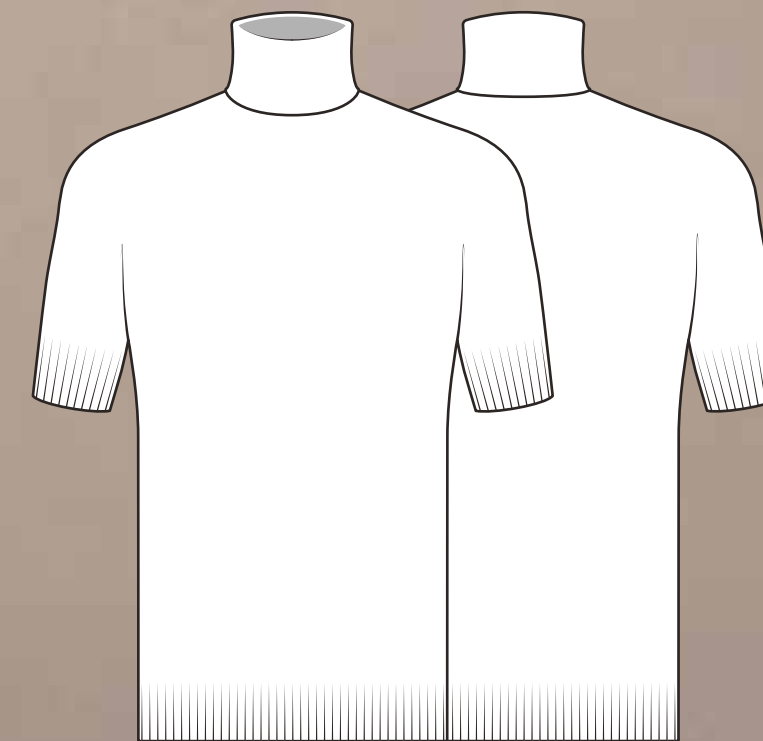
Burden is the moment strength is forged under pressure.

BOSS

BURDEN

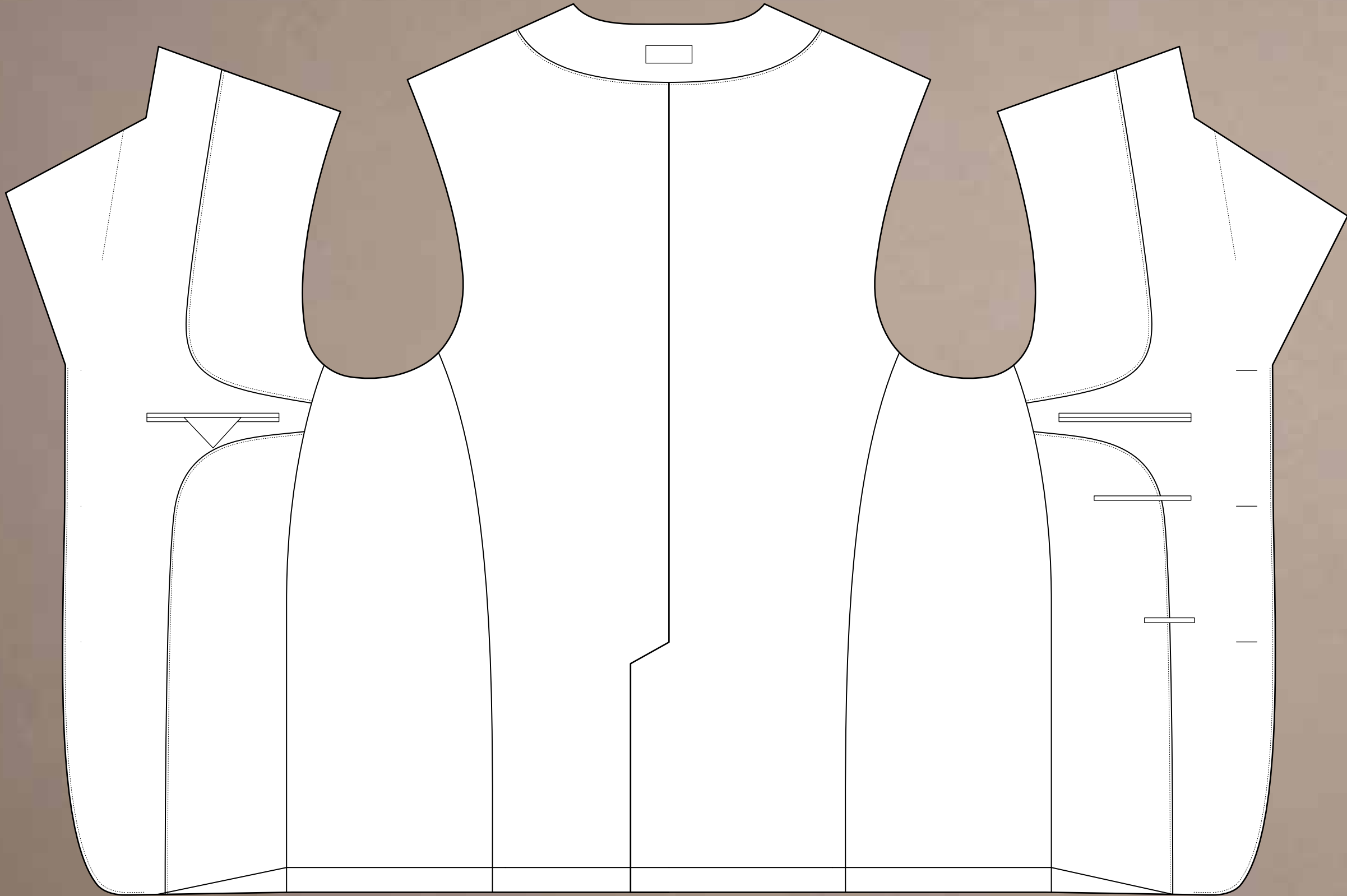
	ITEM	COLOR	COMPOSITION	CONSTRUCTION	WEIGHT	PROPERTIES	RECOMMENDED SUPPLIERS
	1. TURTLENECK SWEATER	BORDEAUX 	70% Extra Fine Merino Wool 30% Cashmere	Fine Knit, 12 Gauge	280 – 320 g/m²	- Soft and luxurious - Breathable - Thermal insulation - Shape retention	- Zegna Baruffa - Cariaggi - Todd & Duncan
	2. SHIRT	BORDEAUX 	100% Supima Cotton, 2-Ply	Compact Poplin	125 – 140 g/m²	- Smooth surface - Breathable - High color depth - Easy care	- Albini 1876 - Thomas Mason - Grandi & Rubinelli
	3. SUIT JACKET (SINGLE-BREADED)	BORDEAUX 	98% Super 130's Wool 2% Elastane	Fine Twill	260 – 290 g/m²	- Elegant drape - Slight stretch - Wrinkle resistant - Year-round suitability	- Vitale Barberis Canonico - Reda - Loro Piana
	4. SUIT TROUSERS	BORDEAUX 	98% Super 130's Wool 2% Elastane	Fine Twill	260 – 290 g/m²	- Excellent drape - Comfort stretch - Crease retention	- Vitale Barberis Canonico - Reda - Loro Piana
	5. SUIT LINING	BLACK 	100% Cupro (Bemberg)	Twill Lining	85 – 95 g/m²	- Breathable - Anti-static - Moisture regulating - Smooth handfeel	- Asahi Kasei Bemberg - Acetex - Cupro by Japan
	6. WOOL OVERCOAT	BLACK 	90% Virgin Wool 10% Cashmere	Double-Faced Melton	620 – 680 g/m²	- Exceptional warmth - Luxurious handfeel - Durable structure - Elegant silhouette	- MTR Manifattura Tessile Risaliti - Lanificio di Pray - Piacenza 1733
COLOR PALETTE  BLACK PANTONE Black 6 C  BORDEAUX PANTONE 19-1521 TCX SUSTAINABILITY NOTES  Mulesing-free Merino Wool  Certified Cashmere Sources  Bemberg™ Cupro from Cotton Linter By-products  European Traceable Wool Supply Chain  Chrome-free Dyeing Recommendations  Long-Life Luxury Construction MATERIAL DIRECTION Look 1 combines the architectural sharpness of tailoring with the protective volume of a full-length overcoat. The material selection focuses on contrast between soft knitwear, refined shirting, structured tailoring wool, and a heavyweight wool-cashmere coating, creating a sophisticated luxury menswear silhouette suitable for Fall/Winter 2027.							

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UNCERTAINTY

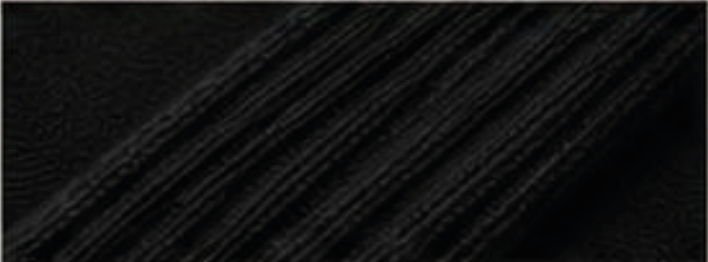
The old promises no longer hold.

In a world of fading certainties, stability becomes something to be created rather than inherited. Wrapped in protective volumes and softened structures, the silhouette reflects a generation learning to move forward without clear guarantees.

What once appeared as insecurity becomes a new form of strength: the ability to remain grounded while everything else is shifting.

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UNCERTAINTY

	ITEM	COLOR	COMPOSITION	CONSTRUCTION	WEIGHT	PROPERTIES	RECOMMENDED SUPPLIERS
	1. OVERSIZED KNIT DRESS	BLACK 	70% Extra Fine Merino Wool 30% Cashmere	Chunky Knit 5 Gauge	450 – 550 g/m ²	- Soft and luxurious - Warm and insulating - Breathable - Shape retention	- Zegna Baruffa - Cariaggi - Todd & Duncan
	2. SHIRT	BORDEAUX 	100% Supima Cotton, 2-Ply	Compact Poplin	125 – 140 g/m ²	- Smooth surface - Breathable - High color depth - Easy care	- Albini 1876 - Thomas Mason - Grandi & Rubinelli
	3. TURTLENECK	BORDEAUX 	70% Extra Fine Merino Wool 30% Cashmere	Fine Knit 12 Gauge	280 – 320 g/m ²	- Soft and luxurious - Breathable - Thermal insulation - Shape retention	- Zegna Baruffa - Cariaggi - Todd & Duncan
	4. KNEE HIGH SOCKS	BLACK 	98% Virgin Wool 2% Elastane	Rib Knit	180 – 220 g/m ²	- Warm and insulating - Elastic and supportive - Shape retention - Comfortable fit	- Falke - Calzedonia - Kunert
	5. LEATHER TOTE BAG	BLACK 	100% Calf Leather (Full Grain)	Smooth Finish Semi-Aniline	1.2 – 1.4 mm	- Durable - Natural grain - Soft touch - Long-lasting	- Mastrotto - Heinen Leather - Haas Tannery

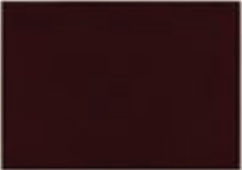
COLOR PALETTE

BLACK



PANTONE
Black 6 C

BORDEAUX



PANTONE
19-1521 TCX

SUSTAINABILITY NOTES

 Mulesing-free Merino Wool

 Certified Cashmere Sources

 Supima® Cotton – Responsible Farming

 Leather Working Group Certified Leather

 Low-Impact Dyes

 Bemberg™ Cupro from Cotton Linter By-products

 European Traceable Wool Supply Chain

 Chrome-free Dyeing Recommendations

 Long-Life Quality & Timeless Design

MATERIAL DIRECTION

Look 2 focuses on cozy luxury and relaxed volume. The oversized knit dress made from a soft merino-cashmere yarn is combined with refined shirting and functional accessories. The color palette of black and bordeaux creates depth and warmth, resulting in a sophisticated Fall/Winter look with a strong textural hierarchy.

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UNCERTAINTY



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UNCERTAINTY



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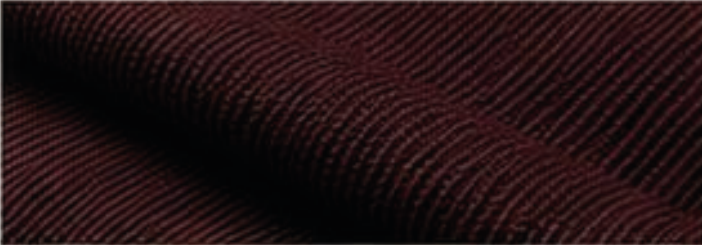
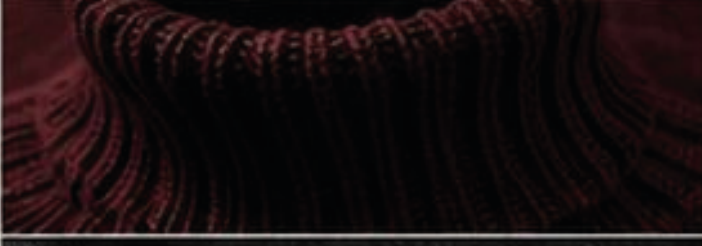
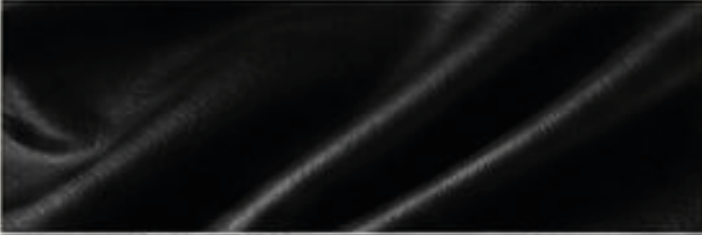
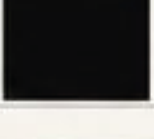
MOTION

Adaptation turns into action.

No longer waiting for certainty, this generation moves forward despite it. The silhouette becomes lighter, sharper, and more dynamic, reflecting a shift from reaction to initiative. Responsibility remains, but it is carried with purpose rather than hesitation.

Motion is the moment resilience becomes momentum.

MOTION

	ITEM	COLOR	COMPOSITION	CONSTRUCTION	WEIGHT	PROPERTIES	RECOMMENDED SUPPLIERS
	1. TROUSERS	BORDEAUX 	98% Super 130's Wool 2% Elastane	Fine Twill	260 – 290 g/m²	• Excellent drape • Comfort stretch • Crease retention • Durable	• Vitale Barberis Canonico • Reda • Loro Piana
	2. SHIRT	BORDEAUX 	100% Supima Cotton, 2-Ply	Compact Poplin	125 – 140 g/m²	• Smooth surface • Breathable • High color depth • Easy care	• Albini 1876 • Thomas Mason • Grandi & Rubinelli
	3. TURTLENECK	BORDEAUX 	70% Extra Fine Merino Wool 30% Cashmere	Fine Knit 12 Gauge	280 – 320 g/m²	• Soft and luxurious • Breathable • Thermal insulation • Shape retention	• Zegna Baruffa • Cariaggi • Todd & Duncan
	4. LEATHER JACKET	BLACK 	100% Lamb Nappa Leather (Full Grain)	Smooth Finish Semi-Aniline	0.9 – 1.1 mm	• Soft and supple • Durable • Natural grain • Comfortable wear	• Mastrotto • Heinen Leather • Haas Tannery
	5. JACKET LINING	BLACK 	100% Cupro (Bemberg)	Twill Lining	85 – 95 g/m²	• Breathable • Anti-static • Moisture regulating • Smooth handfeel	• Asahi Kasei Bemberg • Acetex • Cupro by Japan
	6. LEATHER GLOVES	BLACK 	100% Lamb Nappa Leather (Full Grain)	Soft Finish Semi-Aniline	0.7 – 0.8 mm	• Soft and flexible • High comfort • Durable • Elegant appearance	• Dents • Sermoneta Gloves • Merola
	7. LEATHER BAG	BLACK 	100% Calf Leather (Full Grain)	Pebbled Finish Semi-Aniline	1.4 – 1.6 mm	• Durable • Natural grain • Soft touch • Long-lasting	• Mastrotto • Heinen Leather • Haas Tannery
COLOR PALETTE BLACK  PANTONE Black 6 C BORDEAUX  PANTONE 19-1521 TCX SUSTAINABILITY NOTES  Mulesing-free Merino Wool  Certified Cashmere Sources  Supima® Cotton – Responsible Farming  Leather Working Group Certified Leather  Bemberg™ Cupro from Cotton Linter By-products  European Traceable Wool Supply Chain  Chrome-free Dyeing Recommendations  Long-Life Quality & Timeless Design MATERIAL DIRECTION Look 3 expresses modern urban sophistication through rich textures and high-quality materials. The combination of fine tailoring, soft knitwear, and premium leather accessories creates a functional yet luxurious outfit, designed for durability, comfort and timeless aesthetic in Fall/Winter 2027.							

MOTION



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MOTION



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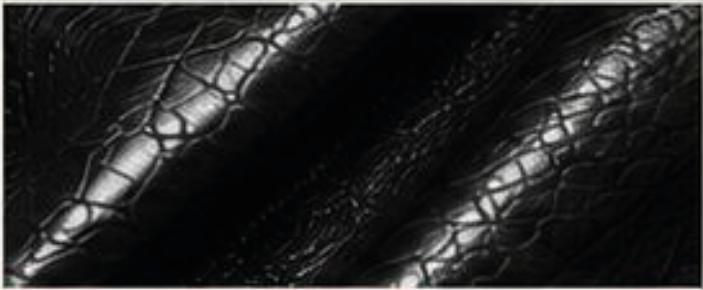
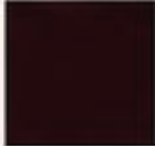
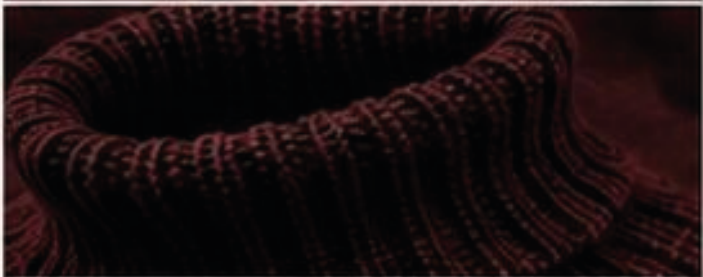
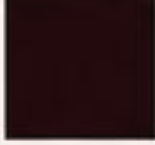
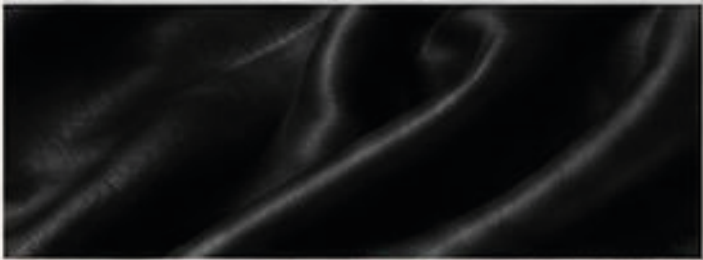
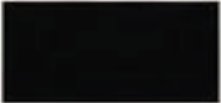
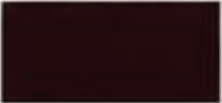
ASCENT

Momentum becomes direction.

What began as individual resilience evolves into collective strength. Diverse experiences, perspectives, and ambitions converge into a clear sense of purpose. The silhouette sharpens, balancing structure with expression, confidence with control.

Ascent is the moment potential becomes presence. Not the promise of success, but the visible emergence of it.

ASCENT

	ITEM	COLOR	COMPOSITION	CONSTRUCTION	WEIGHT	PROPERTIES	RECOMMENDED SUPPLIERS
	1. LEATHER SKIRT	BLACK 	100% Lamb Nappa Leather (Full Grain)	Embossed Croc-Effect Semi-Aniline	0.9 – 1.1 mm	• Soft and supple • Durable • Natural grain • Comfortable wear	• Mastrotto • Heinen Leather • Haas Tannery
	2. SHIRT	BORDEAUX 	100% Supima Cotton, 2-Ply	Compact Poplin	125 – 140 g/m²	• Smooth surface • Breathable • High color depth • Easy care	• Albini 1876 • Thomas Mason • Grandi & Rubinelli
	3. TURTLENECK	BORDEAUX 	70% Extra Fine Merino Wool 30% Cashmere	Fine Knit 12 Gauge	280 – 320 g/m²	• Soft and luxurious • Breathable • Thermal insulation • Shape retention	• Zegna Baruffa • Cariaggi • Todd & Duncan
	4. SWEATER	BLACK 	70% Extra Fine Merino Wool 30% Cashmere	Chunky Knit 5 Gauge	450 – 550 g/m²	• Soft and luxurious • Warm and insulating • Breathable • Shape retention	• Zegna Baruffa • Cariaggi • Todd & Duncan
	5. SKIRT LINING	BLACK 	100% Cupro (Bemberg)	Twill Lining	85 – 95 g/m²	• Breathable • Anti-static • Moisture regulating • Smooth handfeel	• Asahi Kasei Bemberg • Acetex • Cupro by Japan
	6. LAPTOP BAG	BORDEAUX 	100% Calf Leather (Full Grain)	Pebbled Finish Semi-Aniline	1.3 – 1.5 mm	• Durable • Natural grain • Soft touch • Long-lasting	• Mastrotto • Heinen Leather • Haas Tannery
COLOR PALETTE BLACK  PANTONE Black 6 C BORDEAUX  PANTONE 19-1521 TCX SUSTAINABILITY NOTES  Mulesing-free Merino Wool  Certified Cashmere Sources  Supima® Cotton – Responsible Farming  Leather Working Group Certified Leather  Low-Impact Dyes  Bemberg™ Cupro from Cotton Linter By-products  European Traceable Wool Supply Chain  Chrome-free Dyeing Recommendations  Long-Life Quality & Timeless Design MATERIAL DIRECTION Look 4 combines tactile contrast and functional luxury. The mix of rich leather, soft knitwear and refined shirting creates a modern, elevated everyday wardrobe. Every material has been carefully selected for comfort, durability and timeless sophistication in Fall/Winter 2027.							

ASCENT



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ASCENT



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STABILITY

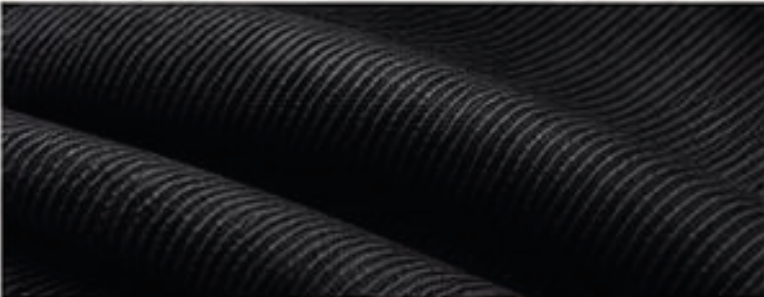
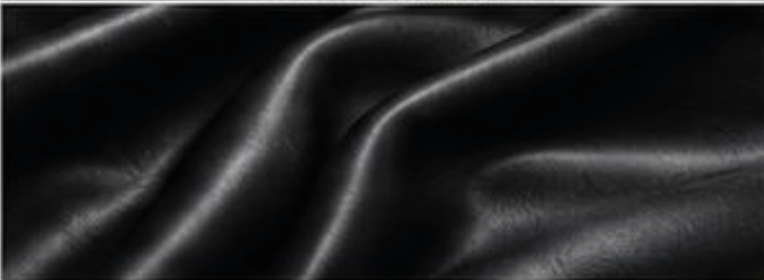
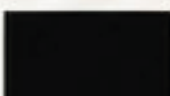
The tension fades.

Not because uncertainty disappeared, but because a new foundation was built. Refined, precise, and self-assured, the silhouette reflects a generation that no longer waits for stability to be provided. Through shared values, discipline, and purpose, challenge is transformed into structure and diversity into strength.

Stability is not found. It is created.

BOSS

STABILITY

	ITEM	COLOR	COMPOSITION	CONSTRUCTION	WEIGHT	PROPERTIES	RECOMMENDED SUPPLIERS
	1. TROUSERS	BLACK  PANTONE Black 6 C	98% Super 130's Wool 2% Elastane	Fine Twill	260 – 290 g/m²	• Excellent drape • Comfort stretch • Crease retention • Durable	• Vitale Barberis Canonico • Reda • Loro Piana
	2. SHIRT	BORDEAUX  PANTONE 19-1521 TCX	100% Supima Cotton, 2-Ply	Compact Poplin	125 – 140 g/m²	• Smooth surface • Breathable • High color depth • Easy care	• Albini 1876 • Thomas Mason • Grandi & Rubinelli
	3. TURTLENECK	BORDEAUX  PANTONE 19-1521 TCX	70% Extra Fine Merino Wool 30% Cashmere	Fine Knit 12 Gauge	280 – 320 g/m²	• Soft and luxurious • Breathable • Thermal insulation • Shape retention	• Zegna Baruffa • Cariaggi • Todd & Duncan
	4. JACKET (SINGLE-BREASTED)	BLACK  PANTONE Black 6 C	98% Super 130's Wool 2% Elastane	Fine Twill	260 – 290 g/m²	• Elegant drape • Slight stretch • Wrinkle resistant • Year-round suitability	• Vitale Barberis Canonico • Reda • Loro Piana
	5. JACKET LINING	BLACK  PANTONE Black 6 C	100% Cupro (Bemberg)	Twill Lining	85 – 95 g/m²	• Breathable • Anti-static • Moisture regulating • Smooth handfeel	• Asahi Kasei Bemberg • Acetex • Cupro by Japan

COLOR PALETTE

BLACK



PANTONE
Black 6 C

BORDEAUX



PANTONE
19-1521 TCX

SUSTAINABILITY NOTES



Mulesing-free Merino Wool



Certified Cashmere Sources



Supima® Cotton – Responsible Farming



Bemberg™ Cupro from Cotton Linter By-products



European Traceable Wool Supply Chain



Chrome-free Dyeing Recommendations



Low-Impact Dyes

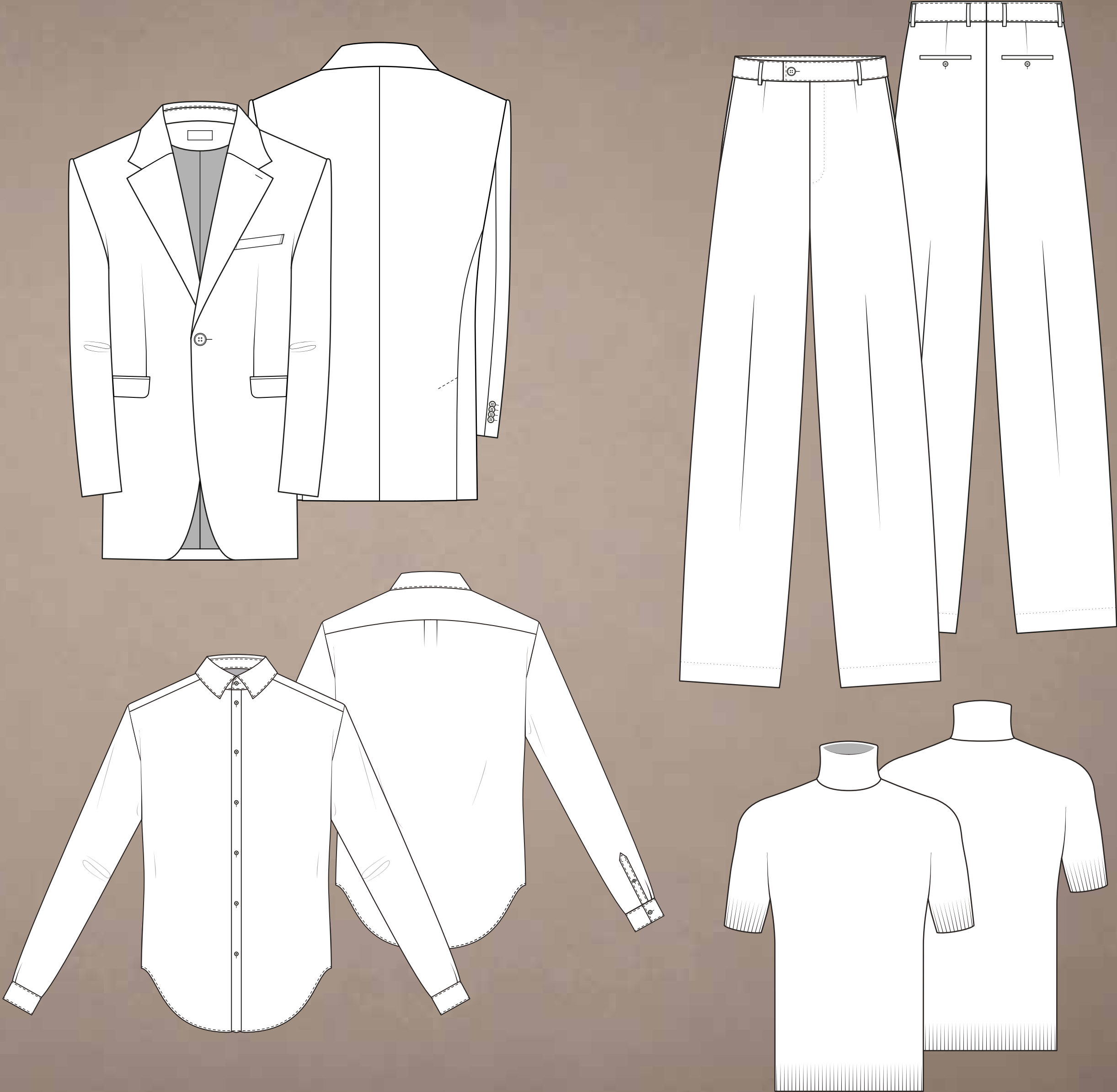


Long-Life Quality & Timeless Design

MATERIAL DIRECTION

Look 5 is defined by a modern and clean aesthetic with a refined balance of performance and luxury. The combination of fine tailored wool, soft knitwear and high-quality shirting creates a versatile outfit for Fall/Winter 2027 that stands for sophistication, comfort and timeless elegance.

STABILITY



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STABILITY



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