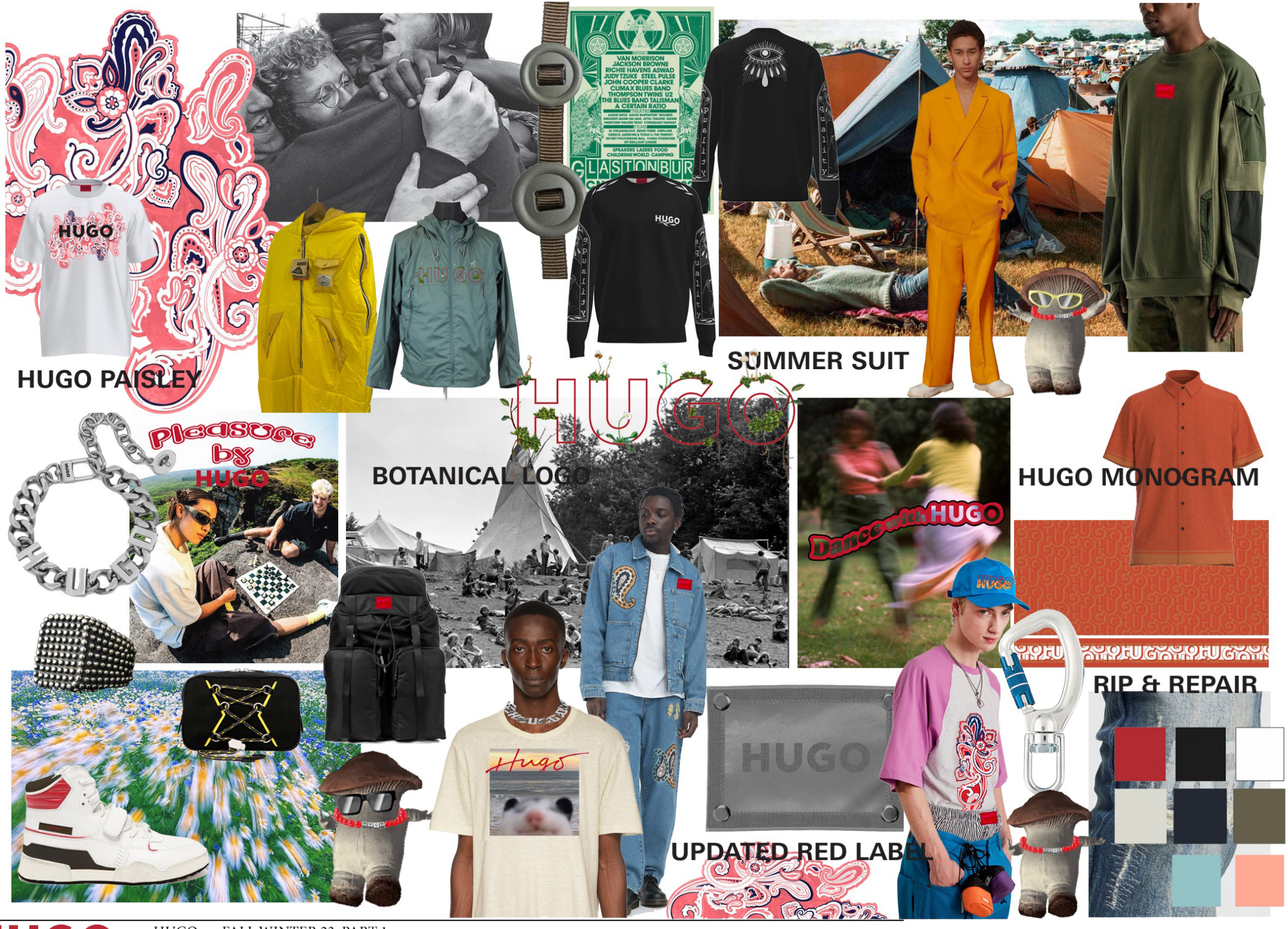


Major changes in fashion and social behavior happens strongly following disruptive world events. Gen Z - the first generation to grow up in a completely digital world is rewriting the rules of fashion. Retaking the streets of the globe with a mixture of new codes that break with previous languages of dressing. The 'gen zeders' materialize this URL world in to IRL dressing. Creativity emerges with a mix of upcycling, vintage nostalgia, nd authenticity.

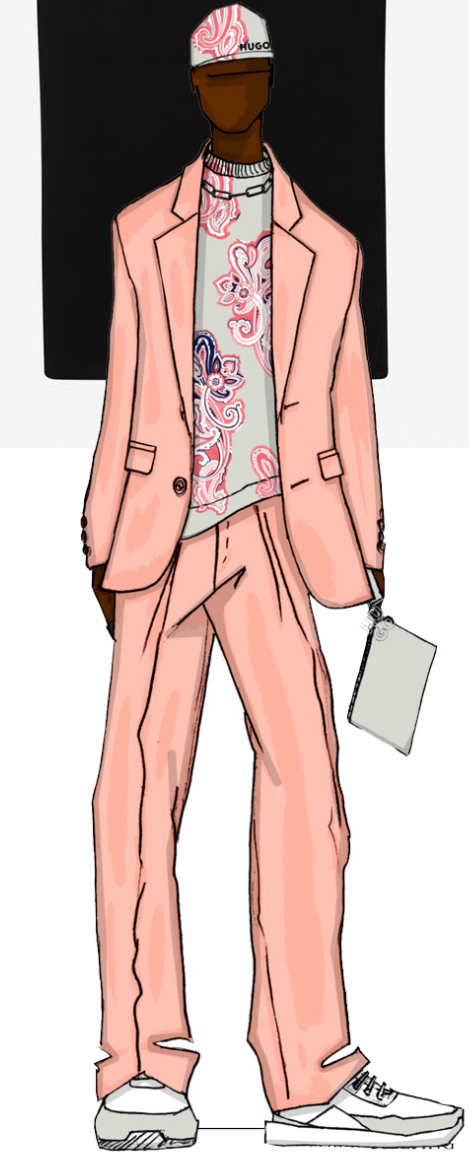

HUGO PAISLEY
SUMMER SUIT
BOTANICAL LOGO
HUGO MONOGRAM
RIP & REPAIR
UPDATED RED LABEL
Pleasure by HUGO
Dance with HUGO

HUGO










HUGO
HUGO




CAMPING NOSTALGIA
DESERT RAIN ALL OVER
DENIM HYBRIDS
COMBINED LOGO






HUGO



HUGO HUGO







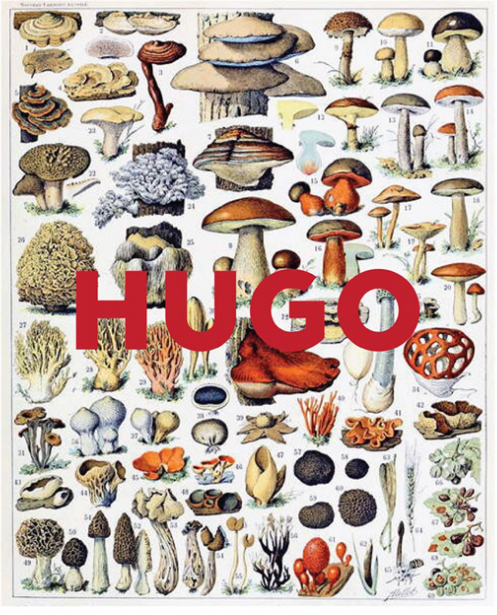


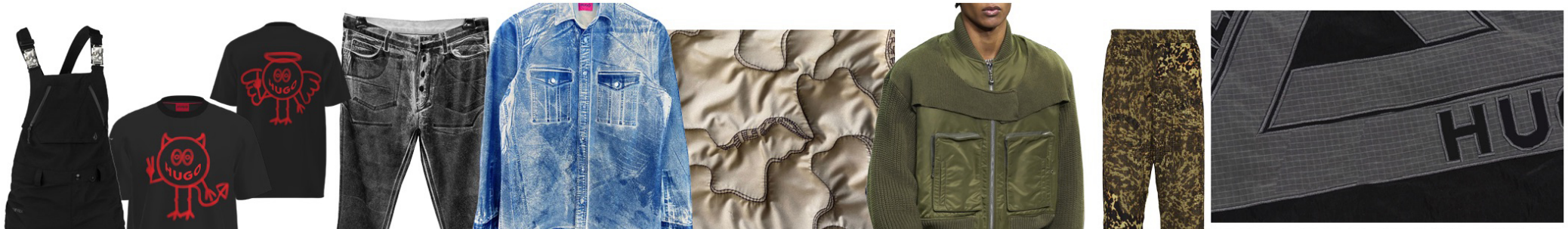
Hugo






HUGO
HUGO


HUGO



DENIM RACE



STACKED LOGO NEW TAKES



REVERSED KINT

OUTDOORSY


HUGO
HUGO
HUGO
HUGO
HUGO

HUGO









HUGO


HUGO
93
MOMENTUM
HUGO
Bud
Bud
THE OPPOSITE OF LOST
DON'T TRY TO FIND ME. I HAVE FINALLY ESCAPED MY MAITEN'S' WICKED CLUTCHES. TO THE OTHERS I SAY: JOIN ME.
BITE THE HAND THAT FEEDS YOU
VIVE LA LIBERTÉ
-PIERRE
HUGO
HUGO
HUGO






HU GO
RED HOT


HUGO
HU GO


HUGO


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HUGO


HUGO
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HUGO


SUPER
SUPER


HUGO




HUG




HUGO



HUGO














HUGO


HU GO