

BOSS Black introduces its 2011 Spring/Summer collection















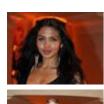




























On the evening of December 4, 2010, BOSS Black introduced its new 2011 Spring/Summer collection in Cape Town.

More than 500 invited guests - among them VIP's, celebrities; such as Tammy-Anne Fortuin, Lindiwe Suttle, Larry Cohen, Mark Bayly, Gina Athens, Janez Vermeiren, and Liezel van der Westhuizen, media people and partners - attended the show, which presented both men's and women's fashions. The spectacular location was a perfect fit for the smooth sophistication of the BOSS Black line: an architectural jewel of a castle at Clifton.

Models showcased the new season's clean and airy BOSS Black looks, which headlined under a "Summer Seascape" theme. Guests were also treated to a presentation of the BOSS Selection collection - the luxury menswear line.