



## FUTURE STREAM

SET IN A NEWLY DISCOVERED ECO-SYSTEM – AN EXTENSIVE DIGITAL UNIVERSE WHERE PRESENT AND FUTURE CO-EXIST, WHERE REALITY AND IMAGINATION ARE INEXTRICABLY BOUND TOGETHER – THE **HOGAN AUTUMN WINTER 2022-23** COLLECTION IS A CELEBRATION OF SELF-EXPRESSION, REINTERPRETED THROUGH THE LENS OF A NEW FORM OF COMMUNICATION, MORE IMMERSIVE BUT HARMONIZED WITH THE BRAND'S LEGACY OF INNOVATION.

A SHORT VIDEO TELLS ABOUT HOGAN'S FIRST JOURNEY IN THE METAVERSE, A CONNECTION BETWEEN THE CULTURE OF TODAY AND THE TECHNOLOGY OF TOMORROW, WHERE TIME IS FLUID AND WHERE THE BRAND'S SIGNATURE CODES ARE DEEPLY ROOTED IN.

A **STREAM** IS A FLOW BY DEFINITION. THE **FUTURE** IS WHERE EVERYONE IS HEADED. ENVISION WHAT IS YET TO COME, FOLLOW THE **HOGAN 'FUTURE STREAM'**.

### COLLECTION HIGHLIGHTS

THE **HOGAN AUTUMN WINTER 2022-23** COLLECTION RE-IMAGINES EVERYDAY WARDROBE CULTS IN A MATCHLESS ALGORITHM OF SHADES AND DESIGNS: A NEW PATH TO WHAT FORM AND FUNCTION MEAN. AIMED TO BRING A NEW FRESH PERSPECTIVE OF URBAN CASUALWEAR, IT BALANCES THE BRAND'S LIFESTYLE WITH DISTINCTIVENESS AND EXPRESSION. KEY PIECES INCLUDE *GENDERLESS SNEAKERS*, WEIGHTLESS *LEATHER LACE-UP* AND *RAIN BOOTS* BUILT ONTO A STURDY TANK-LIKE OUTER SOLE MATCHING WITH COLOR-BLOCK *OVERSIZE DOWN JACKETS* AND *PARKAS*, TO BE WORN OVER FUNCTIONAL LIGHT BASICS. THE *HOGAN H-BAG*, THIS TIME ENRICHED BY A MULTITUDE OF STUDS, EASILY COMPLEMENTS IT ALL. QUALITY, VERSATILITY AND AUTHENTICITY ARE, AS ALWAYS, AT THE CORE: A JUXTAPOSITION OF PUNCTUATED VOLUMES AND ICONIC OUTLINES, THE COLLECTION SPEAKS TRUE ABOUT THE DNA OF HOGAN AND BRINGS CONTINUITY TO ITS UNIQUE TRAITS AND HERITAGE.

### COLORS

TEAL GREEN, SILVER GLOWS, TECH-WHITE, ULTIMATE BLACK

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**#HOGANJOURNEY #HOGANFUTURESTREAM**