



# HOGAN

SPRING SUMMER 2023

## #GENH

WE ARE ALL CONNECTED

IN 1986, WHEN SNEAKERS SEEMED TO MATCH NOTHING BUT THE SPORTSWEAR, **HOGAN** REVERSED THE CLICHÉ INTRODUCING THE VERY FIRST LUXURY SNEAKER: A NEW CONCEPT WAS BORN AND A NEW COMMUNITY ROSE ALTOGETHER. SINCE THEN, HOGAN HAS BECOME THE PATHWAY FOR MANY, CONNECTING PAST AND PRESENT GENERATIONS THROUGH A CONTINUOUS JOURNEY TOWARDS THE FUTURE. BUT HOW DO YOU TURN A CONCEPT INTO A UNIQUE LIFESTYLE THAT UNITES DIFFERENT GENERATIONS? HOGAN KNOWS THIS: BY REFLECTING THE TIMES, WHILE STAYING TRUE TO YOUR OWN LEGACY.

### COLLECTION HIGHLIGHTS

THE **HOGAN SPRING SUMMER 2023 COLLECTION** BRINGS FRESHNESS INTO ICONIC STYLES AND ELEVATES THE BRAND'S AESTHETIC. YOUTHFUL AND FIERCE YET WITH A NO-FRILLS APPROACH, THE COLLECTION INJECTS A DISTINCTIVE TAKE ON MODERN FLAIR INTO HOGAN SIGNATURE AND AUTHENTIC DESIGNS. THE HOGAN #GENH CULT-LIKE FOLLOWINGS WILL FIND STRENGTH IN THE BRAND'S LAYOUT PROPOSITIONS: KEY PIECES MADE IN A UNIQUE VARIETY OF NEW MATERIALS – STONE WASHED DENIM, JELLY MESH WITH LEATHER AND LINEN COTTON INTERPRETED IN NEUTRAL COLORS, VIVID SHADES AND FLORAL PATTERNS – TO BE WORN AT EASE ON HIGH-END BASICS.

BORN OUT OF INNOVATION AND DESIGNED WITH THE HINDSIGHT OF HOGAN'S HERITAGE, THE NEW **HOGAN 'H630' BASKETBALL** INSPIRED **LOW AND HI-TOP SNEAKERS** ARE DESIGNED TO REFLECT THE BRAND'S PHILOSOPHY "*FROM TRADITION BUT WITH FORESIGHT*": GENDERLESS, CAREFULLY CRAFTED, THEY FEATURE CUT-THROUGH ELEMENTS WITH CLEAN LINE PUNCTUATIONS BUILT ON A HONEY COLORED SOLE THAT DEFINES THE SILHOUETTE.

THE **HOGAN H-BAG** IS PRESENTED IN AN INTERPLAY OF SHAPES AND VOLUMES WHERE NEW TEXTURES AND MATERIALS ENHANCE THEIR SOFTNESS ALONG WITH THEIR FORM & FUNCTION. THE VARIETY OF COLOURS GO FROM EVERLASTING NEUTRALS TO VIVID VITAL SHADES, EXPRESSING THE BOLD CHARACTER OF THE COLLECTION.

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