

# H O G A N

## AUTUMN/WINTER 2024-25

Autumn/Winter 2024-25 signals Hogan's exciting expansion into a global modern lifestyle brand. The season's range of iconic Hogan sneakers – diversified, reimagined, upgraded – now becomes the focal point for full ready-to-wear looks, new and elevated bags, and character-driven, city-style culture designed through the luxury prism of finest quality fabrics and leathers.

The contemporary Hogan era brings the energy and spirit of young Milan directly into the heart of the brand, while taking the House out onto the streets, where elegance meets irreverence and Hogan redefines itself through a new expression of relaxed chic built on a wardrobe of deconstructed formal-wear and reimagined archetypes.

Inspiration is taken from the House's rich archive as well as its birthplace and year, 1986. Fusing past with present to create the future, today's Hogan narrative embodies Milano's broader cultural resurgence, and a sense of 'now' defined in equal measures by dynamism and effortless timeless style. This is Hogan's celebration of the city and people of Milano, reflected in the new 'address' logo which brings a sense of time and place to the collection's sneakers, ready-to-wear details, and bags.

### COLLECTION HIGHLIGHTS

The textures and palette of Milano – terrazzo, marble, concrete, and industrial metal – are embedded into deconstructed formal-wear and street-style archetypes, rendered luxurious using the finest cashmere, virgin wool, nappa leather and double-twisted shower-repellent cotton. Footwear, ready-to-wear and bags combine to create both streamlined and voluptuous total-look silhouettes.

**The range of iconic Hogan sneakers** has been diversified, reimagined, upgraded. Highlights include **The Hogan Skyscraper** – a modernised and ultra-platformed version of the archetypal tennis shoe, which raises your profile and takes you higher into the city skyline; **The Hogan 86er** – a streamlined interpretation of the popular runners from Hogan's birth year, subtly tumbled for vintage appeal, and the women's design worn with a classic men's H-stitched trench; and **The Hogan Hi-Fi** – an engineered sports shoe which nods to 80s sporting iconography with its technical trims, 'Big H' motif, and ultra-platformed sole; and a voluptuous squishy skate shoe, soft and sweet as marshmallow, trimmed with butter-soft nappa, and worn with an 80s-style oversized unisex Crombie.

**The new and elevated bag range** includes an interpretation of the **The Script Bag** from the brand's archive. Reworked in modern exaggerated proportions, signature H-stitch details and served in supple skins across both mini and maxi sizes, it is also presented as a unisex XL tote bag with cotton-feel canvas for raw tactility and a printed façade with new 'address' logo.

**Alongside the reworked icons** from the past, **there are new silhouettes** in super lightweight butter-soft 'puffy' Nappa leather, including a riff on a classic 80s 'boot bag' as well as 'cushion-cornetto' bag, presented in a rich palette of dark chocolate and cappuccino.

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