



## MY#GENH

**HOGAN** INTERPRETS THE PRESENT THROUGH AN INTENSE AND AUTHENTIC IMAGINATION THAT RECALLS THE EXPRESSIVE VOCABULARY OF NEW GENERATIONS. THE HOGAN **#GENH** IS A COMMUNITY THAT IS ALWAYS IN MOTION, ALWAYS CONNECTED, THAT CONVERSES WITH THE FUTURE THROUGH HERITAGE: A DNA THAT COMMUNICATES SPONTANEITY AND IMMEDIACY, A SENSE OF BELONGING BUT ALSO A STYLISTIC HERITAGE AND HISTORY. A HISTORY LIKE HOGAN'S, CAPABLE OF REVOLUTIONIZING A CLICHÉ: AN AUTHENTIC REINTERPRETATION OF CASUAL CODES AND THE URBAN WORLD THAT HAS BECOME A CROSS-GENERATIONAL LIFESTYLE REFERENCE OVER THE YEARS.

### COLLECTION HIGHLIGHTS

THE HOGAN **AUTUMN WINTER 2023-24** COLLECTION REIMAGINES THE ICONIC TRAITS OF THE BRAND IN A CONTEMPORARY AND COHERENT AESTHETIC. FROM SNEAKERS TO BOOTS, FROM BAGS TO READY-TO-WEAR, A DISTINCTIVE LIFESTYLE WHERE THE ICONIC H – HATCHED, LASERED, GLITTERING – IS A STRONG AND RECOGNIZABLE THREAD. THE CHOICE OF MATERIALS – FROM NAPPA LEATHER, THROUGH VINYL TO CANVAS – IS DEFINED BY OVERSTITCHING OR MINIMAL LINES. THE CUTS ARE GEOMETRIC AND ESSENTIAL: SARTORIAL TASTE APPLIED TO DESIGNS WITH AN URBAN VOCATION. HOGAN'S STYLISTIC FIGURE GRIPS EVER TIGHTER AROUND A WORLD MADE UP NOT ONLY OF FOOTWEAR AND ACCESSORIES BUT ALSO OF ESSENTIAL PIECES FOR EVERY OCCASION TO WEAR COMFORTABLY 'AT EASE' EVERY DAY, THAT RELATE WOMEN'S AND MEN'S WARDROBES IN A DIALOG BETWEEN FORM AND FUNCTION, QUALITY AND INNOVATION.

THE NEW GENDER-NEUTRAL **HOGAN H-STRIPES** SNEAKERS, IN A BLACK AND WHITE VERSION, ARE CONSTRUCTED ON PLATFORMS DESIGNED BY VERTICAL GROOVES, WHICH GIVE LIFE TO ORIGINAL LOAFERS OR CHELSEA BOOTS IN SANDED AND NAPPA LEATHER, SOMETIMES EMBELLISHED WITH MICRO-STUDS.

THE **HOGAN H-BAG** ALSO COMES IN NEW SHAPES AND ORIGINAL VOLUMES: FROM MAXI SHOPPERS TO MINI CROSSBODY BAGS, IN LEATHER AND VINYL OR VINTAGE-EFFECT ECO-SHEEPSKIN, WHERE THE LINES ARE DEFINED BY STUDS, MATERIAL FINISHES AND LASER CUTS.

THE COLORS GO FROM NEUTRAL THROUGH WARM SHADES OF LEATHER TO TOTAL BLACK AND WHITE, IN A MODERN AND SOPHISTICATED MONOCHROMATIC INTERPLAY.