

Terence Senford – Boss Menswear



The Journey to Athleisure – the transcendence from Streetwear to Sportstyle

Terence Senford is a designer and director who has held creative leadership roles at Adidas, Puma, Umbro and is currently head of active sportstyle and special projects capsule divisions at Hugo Boss.

Originally with a background in Savile Row tailoring he is known for disruptive concepts and product creation that bridges the gap existing between sport and fashion.

As an athleisure expert Terence has been influential in crafting creative direction and design to some leading sport and lifestyle initiatives. Some of his highlights include the 2008 Beijing Olympic apparel program for puma and the 2012 Umbro England soccer team kit.

