

INTERNET

Hugo Boss illuminates eyewear collection with blogger perspectives

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Image of Bryanboy from Hugo Boss' Master the Light campaign

By SARAH JONES

German fashion label Hugo Boss is exploring the magical power of light with the help of a trio of bloggers to launch its latest eyewear collection.

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Luxury Daily

#MasterTheLight features Bryan Yambao of Bryanboy, Rumi Neely of Fashion Toast and Mariano di Vaio of MDV Style giving their own perspective on how “light changes everything.” Choosing personalities whose voices its audience is probably familiar with may make the campaign resonate better with consumers.

"By partnering with bloggers, Hugo Boss took advantage of not only their stylish personalities, but their scaled media channels as well," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York.

"In addition to the feature on Hugo Boss' site the bloggers posted the videos on their own blogs and promoted it on their social channels, providing millions of media impressions for the campaign," she said. "The brand is also tapping into the engaged following these blogger have, getting into a center of their social conversation.

"These are one of the many advantages of featuring online influencers in brand

campaigns, and we see many fashion brands utilizing this strategy for their digital campaigns."

Ms. Ziv is not affiliated with Hugo Boss, but agreed to comment as an industry expert.

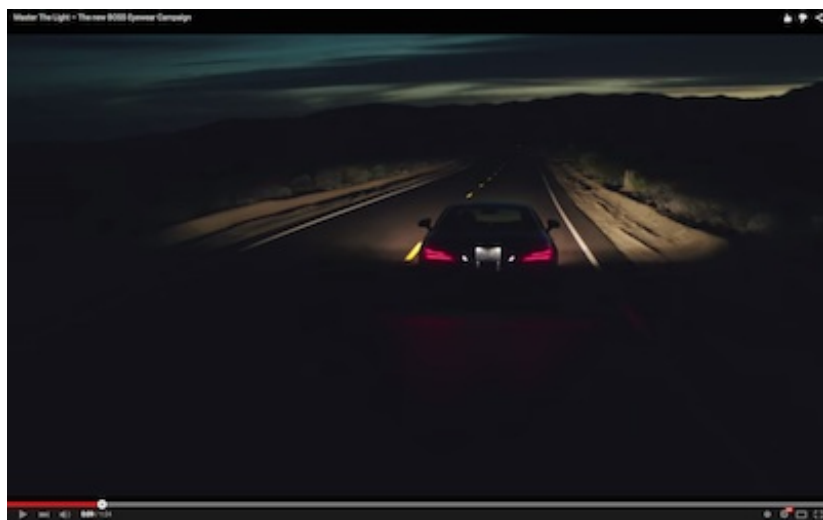
Hugo Boss did not respond by press deadline.

Visual appeal

Master the Light was introduced on social media with the brand sharing video content and linking to a dedicated microsite.

Hugo Boss' microsite begins the campaign with a one-minute film.

The film opens with a profile view of a man driving in a car at night, the glasses on his shadowy face visible in the darkness. The camera angle changes to show the car from behind, as its headlights stand out on the deserted highway.



Video still from Hugo Boss' Master the Light

As the scene changes to a city lit up during the day, a voice begins to narrate, saying that what he loves about the light is "the way it changes in every moment." Illustrating this, the film transitions back to the car at night.

Another scene shows Ms. Neely peering out of a curtain at the sunny outdoors and talking about the effect light has on her mood.

Throughout the film, the bloggers are always shown in situations where the lighting evolves, whether they are riding glass elevator or passing by blinds that cast stripes of shadows.

At the end of the video, all three protagonists find themselves outside looking out at the sun, appreciating it in their own ways and from different locations that represent who they are.

Embedded Video: <https://www.youtube.com/embed/R-VPgnWSt9M>

Master The Light – The new Boss Eyewear Campaign

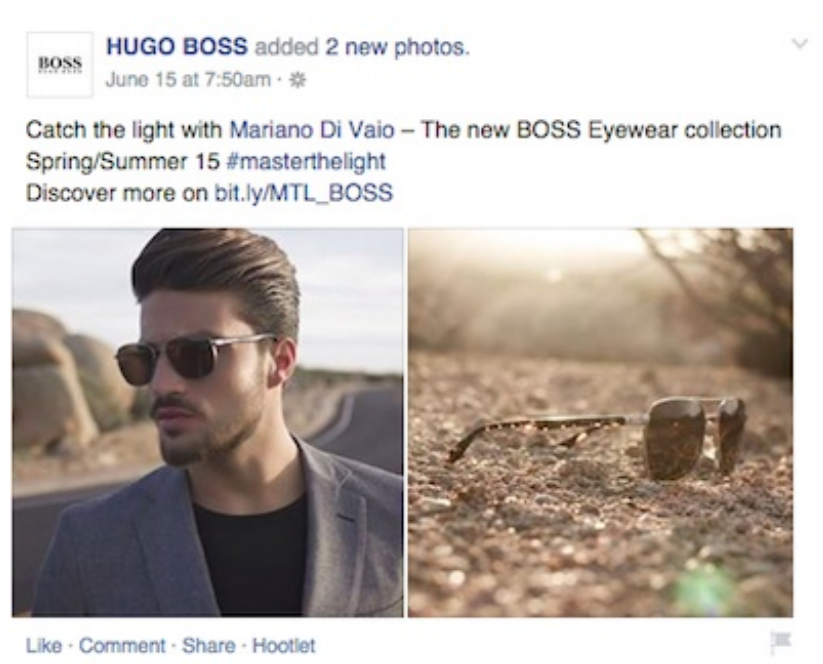
When the film is viewed on YouTube, pop-up links appear that direct consumers to the

product page for more information about the collection.

Further down the campaign page on Hugo Boss' site, each blogger is profiled individually, and consumers can click to navigate to their pages.

A 15-second clip of the blogger pulls a quote from them along with footage seen in the longer full campaign film. For instance, Mr. Yambao's observation about how it is the contrast between the light and dark that makes life interesting.

Each blogger has a set of frames that match their style included on the page, enabling consumers to shop based on who they identify with. Men's styles for the season make vintage shapes modern with innovative materials, while the women's line captures "sensuality and strength" with gold frame accents.



Facebook post from Hugo Boss

In addition to being published on Hugo Boss' channels, the bloggers shared elements of the campaign on their own social accounts and Web sites.

"The content is made to be inspirational and show the artistic side of these influential, creative people," Ms. Ziv said. "It reflects their different personalities and how the product fits their individual style, which makes it more relatable for consumers."

Teaming up

Hugo Boss previously worked with Ms. Neely and Mr. Yambao on a social campaign surrounding its runway show.

German label Hugo Boss gave consumers multiple perspectives of its runway show during New York Fashion Week in February through partnerships with five popular style bloggers.

Each of the bloggers were given a personalized iPhone, which they used to document the show, with their photos and videos appearing on their own channels as well as incorporated in the brand's livestream microsite. Diversifying the voices that broadcast its

runway show will give Hugo Boss the opportunity to reach not only its own audience, but that of the bloggers ([see story](#)).

Since fashion bloggers arrived on the scene about a decade ago, they have gained influence and grown to be leaders in the industry, says a report by Fashionbi.

As these bloggers gained an audience, brands began to partner with them for advertising campaigns, events and other marketing efforts. While it may seem that fashion bloggers are losing their luster, they still have large followings that can rival magazines, creating an opportunity for luxury brands to reach a large, fashion-focused audience ([see story](#)).

"There is definitely an advantage in creating brand/blogger loyalty that is a long term collaboration, versus a one off campaign," Ms. Ziv said. "In the age when successful bloggers are highly protective of their authenticity and their own brand image, they start focusing on working with fewer brands.

"From an audience perspective the followers start associating a blogger with a certain brand, and the collaboration seems more authentic as well," she said. "We definitely are seeing the trend of brands signing bloggers as ambassadors for longer periods of time and building deeper relationship, which in turn brings higher ROI."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/XaDZFCe0fUU>

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