

ADVERTISING

Hugo Boss gives perspective on light and darkness to introduce eyewear

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Boss eyewear spring/summer 2016 campaign

By SARAH JONES

German fashion label Hugo Boss is transporting consumers to Santiago, Chile to explore the variations in light and shadow.

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Boss eyewear's "Master the Light" campaign for spring/summer 2016 acts as a cinematic tour of the city, as models Clment Chabernaud and Rianne van Rompaey roam through some of Santiago's modern architecture. Inviting consumers with them for the journey, Hugo Boss filmed a 360-degree video capturing the behind-the-scenes atmosphere in the South American locale.

"The strategy is brilliant," said Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York. "We're in a digital age where video and static images alone will not be competitive enough to grab consumers' attention.

"The 360-degree video, which has primarily been used in tourism related campaigns, gives power to consumers to see everything the brand would see on a shoot," he said. "It brings consumers into the brand story and gets them excited about the brand."

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

[Boss Eyewear](#), a license of Safilo, was unable to comment directly before press deadline.

Night and day

Playing up the contrast, Hugo Boss' campaign film is in black-and-white.

The video opens with Mr. Chabernaud walking through a dark structure. As he passes a window, the light outside reveals the city's skyline behind him, and the sunlight throws graphic shadows on the floor in front of him.



Boss eyewear spring/summer 2016 campaign

He emerges from the building and is then shown climbing the stairs to a new building. As he reaches the roof, he stands still as a shadow makes its way across his bespectacled face, while a further time lapse shows the passing sun's effect on the appearance of the scene.

Ms. van Rompaey is shown getting into a glossy dark car and driving to a modern glass house, where she sits by a window.

Cutting back to Mr. Chabernaud, the video shows him walking through an office complex before a final time lapse shows the city descending into night.

#MasterTheLight - Boss Eyewear 2016

Consumers can explore the campaign via a dedicated page of Hugo Boss' Web site.

Exploring the theme further, Hugo Boss asked both campaign stars and the effort's director to weigh in on light and dark.

Mr. Chabernaud says that his favorite time of day is the sunset, since the sun is still shining but is transformed into a fiery glow.

His costar Ms. van Rompaey talks about Santiago, whose city atmosphere is easily escaped with the help of a 30-minute drive, putting them in the mountains.

Director Elena Petitti di Roreto explains that Santiago was chosen due to its blend of light and architecture, with skyscrapers that bounce light and create shadows.

Bringing consumers further into the setting is a 360-degree video shared on YouTube. By clicking on arrows or dragging a cursor, consumers can place themselves in the center of the action as the crew gets their shots.

#MasterTheLight behind the scenes 360-degree film

Additional social content spotlights specific styles, primarily sunglasses.

Surround sight

Giving consumers a virtual reality experience through social content, 360-degree films are becoming a more common addition to campaigns.

Hugo Boss recently promoted its eyewear to a new batch of clients with a daring #SkyWalk.

For the stunt, solo-round-the-world sailor Alex Thomson, clad in the brand's products, combined sailing and kiting to overcome both his fear of heights and the elements. The broad appeal of extreme stunts helped Hugo Boss convey its confidence and ambition to new audiences ([see story](#)).

LVMH-owned cognac maker Hennessy illuminated the complexities that exist within its X.O through a multi-chapter journey.

For "Each Drop of Hennessy X.O is an Odyssey," the spirits brand worked with director Nicholas Winding Refn to craft a cinematic commercial that brings the sensation of a sip to life. Further immersing consumers in the experience, Hennessy has released corresponding 360-degree videos, enabling them to step inside the campaign and the film crew's shoes ([see story](#)).

"Traditional video and photos are limiting," Mr. Louangvilay said. "Consumers don't see the entire experience of how the moment used in the advertising was captured.

"With 360-degree video, consumers control what is shown," he said. "They see all the elements and surroundings near the photo shoot. They become part of the story."

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