

FRAGRANCE AND PERSONAL CARE

## Hugo Boss lays out rules of attraction in flirtatious fragrance effort

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*Anna Ewers and Theo James for Boss the Scent for her*

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By SARAH JONES

German fashion label Hugo Boss is uncovering the art of seduction to promote its latest feminine fragrance.

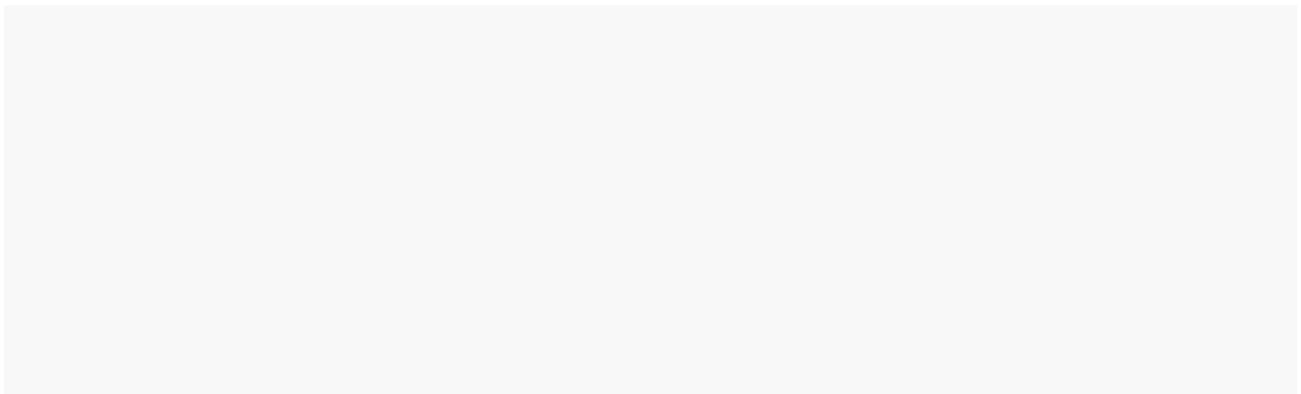
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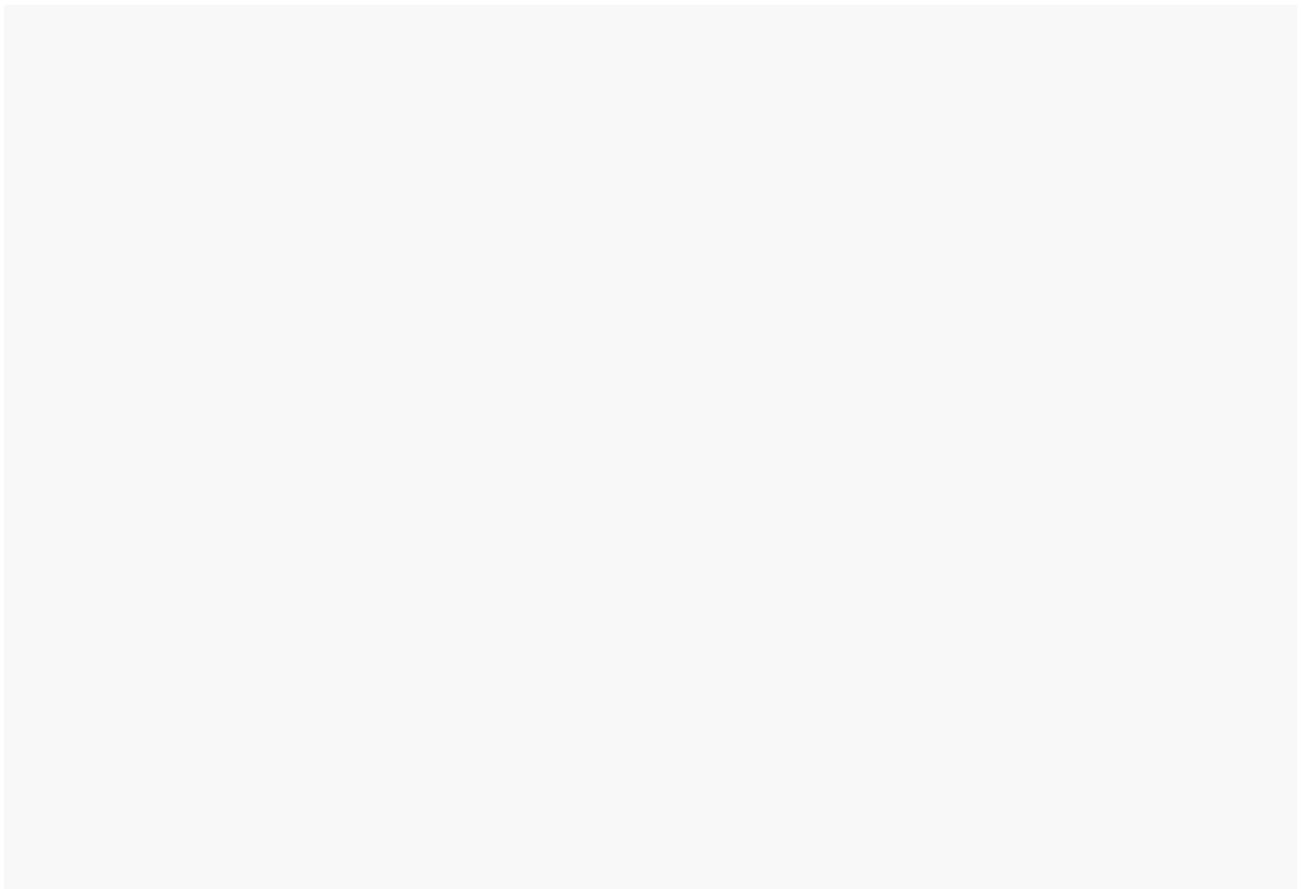
Boss The Scent for her, the feminine companion to 2015's cologne Boss The Scent, is meant to give the wearer an added allure for intimate moments. In its marketing campaign, Hugo Boss expands the models' roles from silent actors to ambassadors of attraction, giving them a voice in coordinating content.

### Making a move

Boss The Scent for her is the first scent overseen by Hugo Boss women's wear creative director Jason Wu. Developed by the label's fragrance licensee Procter & Gamble, the perfume begins with peach and freesia, moves on to the apricot-scented osmanthus and closes with roasted cocoa.

A campaign was designed by Mr. Wu and shot by director and screenwriter Darren Aronofsky, whose work includes "Black Swan" and "Requiem for a Dream."





Discover #bossthescent for her, featuring seductive notes of honeyed peach, freesia bloom, osmanthus flower & roasted cocoa #fragrance

A photo posted by HUGO BOSS (@hugoboss) on Jul 22, 2016 at 12:28pm PDT

Reprising his role as the face of the fragrance line is British actor Theo James, who appears alongside top model Anna Ewers in this campaign.

Over a soundtrack of The Weeknd's "High for This," the video first shows Ms. Ewers in silhouette as she leans against a window overlooking the New York skyline. Day turns to night and natural light is traded for artificial, setting the same scene aglow.

Ms. Ewers is again at the window, and this time she is shown in the glass' reflection as she sprays perfume on the nape of her neck. After she applies the scent, as if by magic, Mr. James appears at her side.

He remains captivated by her and she by him as she turns in front of him and they exchange touches and glances.

*Boss The Scent for her - Official Video with Anna Ewers & Theo James | Hugo Boss Perfumes*

As the couple ends poised on the verge of a kiss, a female voice reads the tagline, "Get closer," in voiceover as the fragrance bottle is shown against the nighttime city scene.

Behind-the-scenes content expands on the topic of seduction, as Ms. Ewers and Mr. James share their personal views on scent's role in attraction.



*Anna Ewers and Theo James for Boss The Scent for her*

Mr. James explains that the Boss woman is strong and confident, traits that are attractive to the Boss man. Ms. Ewers also shares her strategy for seduction.

Drawn together

Fragrance role in creating and enhancing desire has been explored in other efforts.

French fashion label Kenzo is introducing its latest perfume, Jeu d'Adour, through a digital poker-themed campaign.

In addition to a social video that follows a flirty game of poker between a man and woman, Kenzo created a Facebook application game for consumers to actively participate in the campaign. Since there is no ecommerce tied to the effort, creating a level of interaction with the product may help the product information stick with consumers, and inspire them to go find the perfume in stores ([see story](#)).

Companion scents are a way for brands to explore the same theme for both genders, creating an olfactory love match.

British fashion house Burberry is creating a persona for its new Mr. Burberry scent by documenting the character's weekend in London.

Centered on a film directed by Steve McQueen, the Mr. Burberry digital campaign weaves a narrative that centers on the interactions of a couple in a hotel room. This sensual approach is a fitting launch for the scent, which was designed as a romantic partner to the label's My Burberry fragrance ([see story](#)).

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