

APPAREL AND ACCESSORIES

Hugo Boss gets robotic assistance to dole out gift-giving advice

November 10, 2016



The Bossbots

By STAFF REPORTS

German fashion label Hugo Boss is guiding consumers through attire for all of their events this holiday season with help from two style-savvy robots.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand's #YourTimeToShine campaign stars the Bossbots, a male and female character crafted out of hardware from Hugo Boss attire and accessories. For Hugo Boss, delivering its holiday messaging through these imagined personalities may help to engage and inspire shoppers.

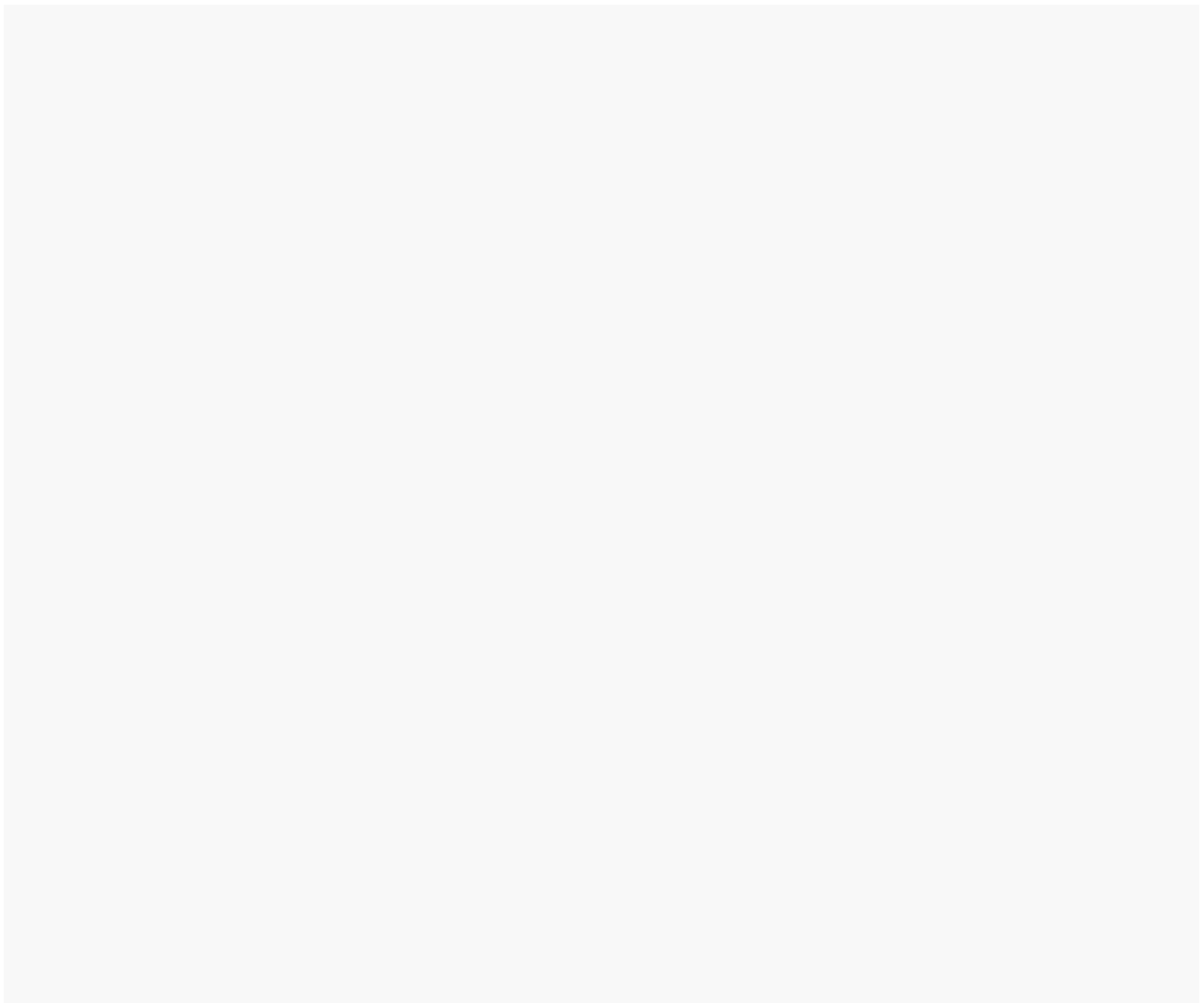
Social calendar

Hugo Boss' campaign centers on a short film that features a male and female protagonist navigating a series of RSVPs.

When the couple is first seen, they are in a formal dining room. As the woman sits at the end of the table that holds candles and a Boss fragrance, her significant other appears in the doorway.

After they embrace, they step through a door on the opposite end of the room. As they do, their attire changes to black tie.

Finally, they enter a third room, a dimly lit club with neon lighting. Now in their third outfits, the couple dances the night away.



For every event this holiday season, celebrate in inimitable BOSS style #holiday2016 #yourtimetoshine

A video posted by HUGO BOSS (@hugoboss) on Nov 7, 2016 at 6:04am PST

On Hugo Boss' Web site, the content translates to situational party dressing guides. Home for the Holidays features family-appropriate dressy casual items, while another focuses on formalwear for New Year's Eve.

A third, Time to Celebrate, covers everything from office parties to friendly soirees.



Hugo Boss Holiday window display

Bossbot icons placed among the holiday pages offer help and advice. On the main campaign page, these helpers offer up information about Hugo Boss' holiday services, such as live chat, free shipping, personal stylists and Ubercentral.

For those who want the Bossbots to stay after the holidays, the characters are available as key chains, cufflinks, broaches and a motif on a silk tie.

Other brands have invented characters as a playful engagement tactic.

For instance, Fendi took inspiration from the Japanese kigurumi, or costumed characters, for its 6-foot-tall Fendirumi, which made their first public appearance in Tokyo at Fendi's Ginza pop-up store opening event in November.

The pink Piro-chan was inspired by Fendi's Qutweet charm, with yellow eyes and a tiny silver beak. Bug-kun more closely resembles the Bag Bugs, with a yellow Mohawk and the Fendi double F logo on his chest in yellow fur.

From there, the duo with big personalities traveled to Milan to document Fendi's runway show in February from the front row, and they have also made stop offs at Harrods and Saks Fifth Avenue ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.