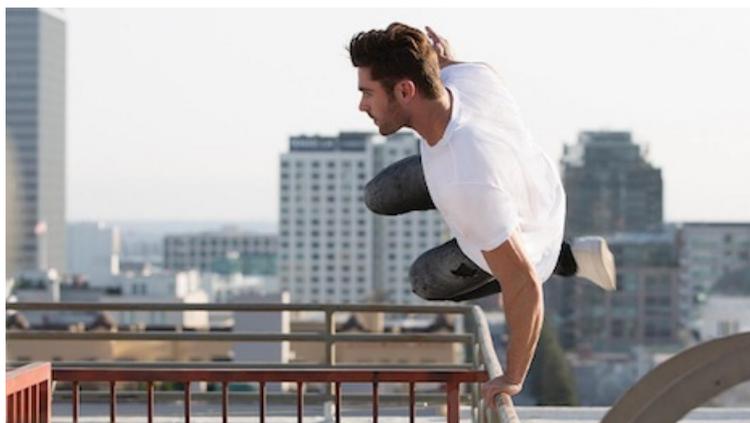


FRAGRANCE AND PERSONAL CARE

Hugo Boss gives consumers confidence to break out of comfort zones

March 15, 2017



Zac Efron for Hugo Man

By SARAH JONES

German fashion label Hugo Boss is creating a movement in a fragrance campaign that calls for seizing the day.

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

The brand's new effort for its Hugo Man scent stars actor Zac Efron, who inspires consumers to go after their dreams as he performs daring stunts. With inspirational messaging, this campaign goes beyond selling a product to promoting a life lived to the fullest to the next generation of pioneers.

"The partnership with Zac Efron aims to bolster the Hugo Man brand, positioning it as a fragrance for the modern, bold and aspirational man," said Jim Gentleman, senior vice president of account management and strategy at **SK+G**, Las Vegas. "Hugo is hoping Efron's active, youthful and likable persona become seamlessly linked to the Hugo Man fragrance."

Mr. Gentleman is not affiliated with **Hugo Boss**, but agreed to comment as an industry expert. **Hugo Boss fragrances**, a license of Coty, was reached for comment.

Leap of faith

Hugo Man was originally released in the 1990s. Featuring notes of green apple, grapefruit and basil to start, the fragrance's heart includes sage and jasmine. Rounding out the scent are base notes of fir balsam, cedar wood and patchouli.

The fragrance is housed in a simple, flask-shaped bottle.



Hugo Man fragrance

Now, the Hugo Man is getting a fresh look as the brand courts a millennial audience. Mr. Efron was announced as the ambassador for Hugo Man in December.

A short film finds the actor on-set for his first fragrance campaign, capturing him skateboarding and candidly laughing, evoking the carefree nature of the scent.

Along with Hugo Boss' announcement, Mr. Efron also shared the news with his social audience, which numbered more than 25 million on Instagram as of press time.

In a statement, the brand explains its choice, saying, "An intriguing mix of classic movie star with an irreverent, urban edge, Zac's unique style, confidence, charisma and wit makes him the perfect advocate for Hugo Man's biggest venture yet."



Behind-the-scenes on set of the Hugo Man campaign

The final campaign, released in March, is titled #YourTimeIsNow. The effort, directed by American filmmaker Anthony Mandler, is set in New York at sunset.

Mr. Efron is first seen emerging onto a rooftop as he says, "Today is yours."

He vaults over a wall and lands before untwisting the fragrance bottle's cap and spraying the scent. His voiceover continues, "Go after what you really want."

The actor clenches his fists before popping up to a beam. While he walks determinedly across the narrow board

perched high above a busy city street, he says, "Dare to take that first step."

Once across, Mr. Efron asks the viewer, "What are you waiting for?"

#YourTimeIsNow - The new campaign featuring Zac Efron for HUGO

On a campaign page, consumers are invited to "join the movement." A short film introduces the Hugo Project.

Mr. Efron appears again, talking directly at the camera about how every person has the same 24 hours in each day, but the use of this time is determined by the individual. He talks about making the most of time, despite whatever obstacles seem to stand in the way.

A coordinating print campaign was shot by British photographer Rankin.

"In essence, this partnership presents Efron as the prototypical Hugo man," Mr. Gentleman said. "The Hugo brand says it's fresh, modern and masculine."

"This endorsement further supports those attributes and brings them to life through this association with Efron."

Saying yes to celebrity

Italian fashion label Giorgio Armani is challenging women to say "S" to new adventures and especially to the brand's new fragrance of the same name.

"The Courage to say 'S'" shows a number of women in various situations attempting to work up the confidence to do something they are unsure of, such as exploring a new road, performing in front of a crowd or stripping down for a photo shoot. This acted as a follow-up to the Cate Blanchett-fronted launch campaign ([see story](#)).

Although the definition of what constitutes a celebrity has evolved with the advancement of social media, a new report by Celebrity Intelligence finds that 40 percent of agency respondents feel that celebrity-driven marketing strategies remain very effective.

Celebrity Intelligence's "The Future of Celebrity Marketing" 2016 report, in partnership with eConsultancy, explores the value of celebrity ambassadors and how this role has changed as vloggers and bloggers have become more prominent. The report also delves into the importance of social media strategies when working with a celebrity ambassador, with 79 percent of brands working with well-known talents in this capacity ([see story](#)).

"At 29, Efron is on the upside of his acting career and well-recognized among Hugo Man's core audience of millennials who grew up with him," Mr. Gentleman said. "He has cross-over appeal and is equally popular among the men who might buy Hugo Man for themselves as well as the women and men who might buy it for their significant other."