

APPAREL AND ACCESSORIES

## Hugo Boss dresses the global traveler for all occasions

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*Hugo Boss' "Who will you be next?"*

By BRIELLE JAEKEL

German fashion label Hugo Boss is asking consumers an existential question in a sponsored video and is driving sales in the process.

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In partnership with lifestyle media outlet Highsnobiety, Hugo Boss commissioned a video that asks viewers the question, "Who will you be next?" The video is entirely shoppable, which the fashion brand makes accessible by showcasing the looks for purchase on its Web site.

"According to statistics, millennials want to travel and see the world at a higher rate than any other age demographic," said Marci Troutman, CEO of [SiteMinis](#). "Millennials also want to look good while traveling for social interaction that is a 'must document' way of life."

Ms. Troutman is not affiliated with Hugo Boss or Highsnobiety but agreed to comment as an industry expert.

### Narrative stories

Hugo Boss' film follows a global traveler and the different looks he takes on. Asking the question, "Who will you be next?" the German fashion label is highlighting the notion of having to constantly adapt to changing environments.

As the traveler encounters differing locations, his looks change along with the scenery.



### *Hugo Boss' film*

The film begins with the man dressed in a suit while fixing another suit in a hotel room. After zooming in a water glass visibly vibrating, the video cuts to him located on a train.

Scenes of the traveler staring out the window of his hotel room are interspersed with others of him on the streets and in different locations sporting contrasting looks from Hugo Boss.

At some points, the film embodies the feeling of being lost or frantic, until the man is shown peacefully sleeping on a train. The traveler opens his eyes and looks at his watch.

Another clip, featuring a different outfit, shows the man exiting the train and eventually walking into the woods and onto a dock.

Hugo Boss ends the film with the hashtag #WhoWillYouBeNext.

Interested shoppers can browse a gallery of all the looks from the video and shop. The page of the digital hub highlights the top looks from the film for quick shopping.

### *Hugo Boss' video*

Hugo Boss is hoping to encapsulate an image of its customer, who is a world traveler that can be ready for any scenario with Hugo Boss apparel and accessories.

### Hugo Boss campaigns

The German fashion label also recently created a movement in a fragrance campaign that calls for seizing the day.

Hugo Boss' latest effort for its Hugo Man scent starred 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 ([see more](#)).

The film builds on its current spring campaign. The label is approaching spring as an open slate with a campaign that plays on the season's opportunity for renewal.

Also, Hugo Boss spring/summer 2017 campaign films ask consumers, "Who will you be next?" focusing on the multifaceted and ever-changing roles that modern individuals have to adopt. A new season wardrobe is ripe with possibilities to make a style change, a consideration Hugo Boss is tapping into with this campaign ([see more](#)).

"Hugo Boss' new video about the world traveler and the clothes that work is a great way to market to the millennials and with the 'international man of mystery' element is sure to grab the attention of the chosen client for the ad," Ms. Troutman said.

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