

FRAGRANCE AND PERSONAL CARE

## Hugo Boss explores modern masculinity with ambassador Chris Hemsworth

July 11, 2017



*Chris Hemsworth for Hugo Boss Bottled. Image courtesy of Coty Luxury*

---

By STAFF REPORTS

German fashion label Hugo Boss has chosen Australian actor Chris Hemsworth as the new face of its Boss Bottled scent.

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

The fragrance, originally released in 1998, is being given a new look through an advertising campaign featuring the star, perhaps best known for his role as the title character in Marvel's Thor franchise. For entry-level fragrances, luxury brands often turn to celebrities as ambassadors, looking to draw attention from a broader audience through notoriety.

Updated concept

Mr. Hemsworth will front a campaign for the newest release in the Boss Bottled line.

Retailing from July, Boss Bottled Tonic opens with a fruity note that mixes grapefruit, lemon, orange and apple. The heart includes ginger, clove, geranium and cinnamon, while the scent closes with woody vetiver.

While Hugo Boss has revamped its classic scent with licensee Coty Luxury, it has kept the bottle shape in tact. Providing a feeling of newness, the flacon now holds blue juice.



*Boss Bottled Tonic. Image courtesy of Boss Bottled*

Celebrating the debut of this fragrance in U.S. stores, the brand is releasing a teaser of the campaign in the market.

Building off the Man of Today concept introduced for Boss Bottled in 2014, Mr. Hemsworth's campaign finds the actor getting ready in a city apartment. As he dons a suit and sprays on the scent, he says in voiceover, "Every hour of every day, be the man of today."

The full campaign will premiere globally in September. A print campaign lensed by photographer Nathaniel Goldberg will be joined by a television by director Nicholas Winding Refn.

"Having been around for so many years, Boss Bottled is unique in the sense that it's timeless yet still relevant to men today," said Mr. Hemsworth in a statement. "It's a huge honor to front the new Man of Today campaign."

Hugo Boss is not a stranger to using celebrities in its marketing. In the past, the Boss Bottled line has been promoted by other actors including Gerard Butler and Ryan Reynolds, while Zac Efron and Theo James have been among the recent faces for other fragrances in the house's collection ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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