

APPAREL AND ACCESSORIES

Hugo Boss enlists menswear influencers for Own Your Journey campaign

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The campaign also features Patrick Janelle and Lewis Hamilton. Image credit: Hugo Boss

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German apparel and accessories label Hugo Boss is speaking to discerning male consumers with a campaign fronted by actor James Marsden, most recently seen in HBO's artificial intelligence drama "Westworld."

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Hugo Boss' "Own Your Journey" campaign includes a short film, a photo shoot featuring Mr. Marsden in new Hugo Boss clothes and an interview with the actor about his journey from a small town in Oklahoma to stardom. The campaign is shoppable through the brand's Web site, letting customers view images from the shoot and be taken directly to an online store to purchase the outfit seen in the photos.

Journey to stardom

Fashion brands often turn to celebrity ambassadors as a way of enhancing the aspirational nature of much of fashion branding.

Hugo Boss is no stranger to this strategy and is leaning on the star power of James Marsden in its latest campaign for a new collection of menswear.

In Own Your Journey, Hugo Boss interviewed Mr. Marsden to learn some of his background and about his journey from growing up in a small town in the Midwest to starring in a number of hit films and TV shows.

Hugo Boss' Own Your Journey

In addition to this interview, customers can browse a selection of images of Mr. Marsden in different outfits provided by Hugo Boss. Along with these photos are links to purchase each piece of clothing being modeled, making the whole digital experience shoppable as well.

Besides Mr. Marsden, who is the face of the campaign, Own Your Journey also chronicles the lives of British Formula One driver Lewis Hamilton and style blogger Patrick Janelle.

In a short film released along with the campaign, all three of these men are shown walking through various locales in Hugo Boss clothes as a narrator speaks about the merits of taking pride in your own journey through life.

The other two men will be the subject of their own Own Your Journey campaigns in the future, as well as another campaign featuring Mr. Marsden the brand teased on their Web site.

Shoppable campaigns

Mr. Marsden is not the first Hollywood hunk to become a face for Hugo Boss.

Most recently, the brand has chosen Australian actor Chris Hemsworth as the new face of its Boss Bottled scent.

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 ([see story](#)).



Lewis Hamilton is one of the other stars of the Own Your Journey campaign. Image credit: Hugo Boss

Additionally, Hugo Boss has been upping its video game recently.

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 ([see story](#)).

With Own Your Journey, Hugo Boss is combining its video marketing skills and the convenience of making digital campaigns shoppable to give consumers content that is valuable and entertaining in its own right, while also leading them to make purchases in a streamlined way.