

APPAREL AND ACCESSORIES

## Hugo Boss prioritizes flexibility, simplicity with digitized showroom

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*Hugo Boss' digital showroom. Image courtesy of Hugo Boss*

By STAFF REPORTS

German fashion label Hugo Boss is altering the showroom experience with a digital application.

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Starting with its pre-fall 2018 press and trade appointments on Oct. 27 in Berlin, the brand is now showcasing its collections via a 65-inch touchscreen that allows the user to view the collection and place orders directly. Expected to offer the brand more flexibility and streamline the appointment, this launch expands on other similar digital showroom integrations.

### Sample selection

For its latest appointments, Hugo Boss invited retailers and journalists to a pop-up space, which housed its digital showroom, which resembles a table.

Following the German event, Hugo Boss plans to expand this concept globally next year.

With the addition of this digital feature, Hugo Boss says it will stop producing full collections of samples for buyers and media to peruse and order from. Instead, they will be able to view options, such as colorways, in the digital format.



*Hugo Boss' digital showroom. Image courtesy of Hugo Boss*

Footwear and accessories label Jimmy Choo similarly created a consumer-facing virtual showroom experience for its autumn/winter 2014 collection.

Jimmy Choo's digital feature is modeled after the space used to show the line to press in February, letting consumers play fashion editor and preorder items from the collection from the page. This innovative display elevates the online shopping experience beyond just a product page ([see story](#)).

Other sectors have also leveraged digital tactics to showcase more products in less space.

German automaker Audi, for instance, opened its first digital showroom in London to personalize customer service and attract tech-savvy consumers to a more central, compact space than a traditional shop.

Called Audi City, the concept shows the automaker's full model line-up in the condensed digital showroom. This allows the brand to be present at the center of major cities, rather than needing a larger space to show all of its vehicles ([see story](#)).

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