

APPAREL AND ACCESSORIES

Hugo Boss makes a stylish entrance for its holiday campaign

December 12, 2017



Hugo Boss' the entrance. Image credit: Hugo Boss.

By BRIELLE JAEKEL

German fashion label Hugo Boss is hoping to make an entrance this holiday season with a series of vignettes that emphasize the brand's style in a unique fashion.

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

Hugo Boss' holiday campaign consists of an advertisement spot broken into separate videos for more dramatic effect. Coupled with its beefed up purchasing services, the fashion brand is hoping to make a powerful entrance into the holidays "in the fast lane."

"The benefit of the Holiday in the fast lane' campaigns from Hugo Boss for the holiday season is the feeling of the fast paced life that their clients relate to, giving the impression that the brand Hugo Boss can help their customers breeze through these hectic days with much greater ease and confidence," said Marci Troutman, CEO of [SiteMinis](#). "The short form videos tell a story that is also perfect for social media outlets like Snapchat and others for a quick and solid brand impression that can be shared easily and gain traction with viewers while fitting into the surrounding overall marketing campaigns."

Holidays for Hugo Boss

"Holiday in the Fast Lane" is Hugo Boss' holiday campaign, broken up into three separate spots.

Each video shows a part of a couple's entrance into a holiday party donning Hugo Boss' new collection and making use of the fast lane to get there.

"Chapter 1, Wheels in Motion" shows a man driving home in a classic car in style. He passes through a tunnel, with a small toy car with a card sitting in the back seat.

The second chapter, "The Final Touches," depicts the man arriving home and walking inside with his presumed-to-be significant other sitting on the bed finishing getting ready. He takes off his jacket, sets it down on the chair and walks to the mirror.

She watches as he adjusts his tie, suit and facial hair before grabbing the keys, which are sitting next to a Hugo Boss

scent. The car is seen taking off down the road again, presumably with the couple inside.

For "Chapter 3: The Entrance," the couple finally makes their arrival to the party, clad in Hugo Boss. The clip opens with the two of them in the car pulling up.

The woman can be seen getting out of the car and the man accompanying her on the walk inside.

Hugo Boss, innovator

Coupled with Hugo Boss' extensive services for shopping online such as ship to store, secure payment portals and free shipping and returns, the brand is looking to corner the holidays.

The fashion label often looks to innovate in its marketing and retail.

For instance, Hugo Boss also recently altered the showroom experience with a digital application.

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 ([see more](#)).

The brand also spoke to discerning male consumers with a campaign fronted by actor James Marsden, most recently seen in HBO's artificial intelligence drama "Westworld."

Hugo Boss' "Own Your Journey" campaign included 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 was 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 ([see more](#)).

"The ten second clips that fit around the Hugo Boss marketing strategy makes this campaign unique in that it is easy to integrate into the social realm (YouTube) without overwhelming consumers in the fast paced holiday season," Ms. Troutman said.