

APPAREL AND ACCESSORIES

Hugo Boss taps Singaporean swimmer as latest ambassador

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Joseph Schooling for Hugo Boss. Image credit: Hugo Boss

By SARAH JONES

German fashion label Hugo Boss is communicating its own passion and precision through the story of a record-breaking brand ambassador.

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The brand has tapped Singaporean swimmer and Olympic gold medalist Joseph Schooling as its latest face. Mr. Schooling is the brand's first ambassador from Singapore, a market that is set to expand its luxury spending in the near future ([see story](#)).

Hugo Boss was reached for comment.

Swim fan

Mr. Schooling was the first Olympian from Singapore to ever earn a gold medal. He was also the first from his home country to receive a medal in swimming.

The athlete's winning 100-meter butterfly swim during the 2016 Summer Games broke multiple records, including the best time in the Olympics.

To introduce Mr. Schooling, Hugo Boss filmed the athlete talking about his personal experiences striving for greatness.

The swimmer moved away from his native Singapore to live in Austin, Texas to train and attend the University of Texas. In the film, he explains how he is not where he belongs.

Over footage of the swimmer training in Boss activewear, he says that he misses home, including his friends and his mom's cooking. A series of shots show the athlete in the pool, running up stairs or sitting in a locker room, capturing his work ethic and dedication to his sport.

He says that it is the sacrifices made that take you back to the top, "Where you belong." Indicating this rise to the top, he is seen in a pool overlooking a city.

A new partnership: introducing Joseph Schooling for Boss

After showing a succession of match cuts showing the swimmer wrapping towels or a hoodie around his shoulders, he is finally seen slipping on a Hugo Boss suit jacket.

On May 25, Hugo Boss unveiled Mr. Schooling's campaign during the official reopening of its store in The Shoppes at Marina Bay Sands in Singapore.

Personality profiles

Many of Hugo Boss' recent campaigns have been personality-driven.

For instance, the brand 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 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 ([see story](#)).

The label also chose Australian actor Chris Hemsworth as the new face of its Boss Bottled scent.

Originally released in 1998, the fragrance 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](#)).

Hugo Boss is also invested in the sports world, through collaborations with the German national soccer team and Formula E.