

MOBILE

Hugo Boss targets techy consumers with live mobile fashion show

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By RACHEL LAMB

German apparel and accessories designer Hugo Boss is targeting tech-savvy, young consumers by live-streaming the Hugo Boss fashion show via mobile device today at 3:30 p.m. EST.

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Luxury Daily

The brand is offering a streaming Webcast of the show on its blog available via tablets, smartphones and online at <http://www.hugoboss.com/de/en/blog/>. This is one of the many ways that Hugo Boss is using social media to reach a younger crowd.

"The iPad user and target group is very important for us," said Markus Aller, Metzingen, Germany-based team leader of online media and corporate communications for Hugo Boss. "Furthermore, we want to make sure that we play with every device.

"So we are where our consumers and fans are," he said. "The show is a perfect time to promote the brand itself."

Twirlin' in Berlin

The fashion show is in the midst of Berlin Fashion Week.

The brand released a teaser trailer for the show on its YouTube channel.

Hugo Boss' teaser video

Hugo Boss executives have been blogging since July 5 about fashion, music, architecture, art, design events and urban travel destinations on the site.

In addition to the two-hour show, there will also be red-carpet interviews, backstage reports and an exclusive broadcast of the Little Dragon concert, all which will be streamed live from Berlin.

The members of the Swedish band, who are also guest bloggers on the Hugo Boss blog, will be sharing their own take on the event as well as behind-the-scenes insights at the fashion show.



The Hugo Boss blog

The blog is also the new cornerstone for the Hugo Boss Music project, a long-term liaison between the brand and top international bands.

All of the content can be viewed via mobile device.

Hugo Boss is attempting to woo tablet and smartphone users, per Mr. Aller.

“Featuring Little Dragon as a guest blogger in order to support the Hugo music project is a unique initiative and is a strategic way to supplement the Hugo music project during the

fashion show in Berlin,” said Isabella Josefsberg, community manager for [Spring Creek Group](#), Seattle.

“Although most luxury brands have strong blogs at this point, not many of them are fully handing the content creation over to a band,” she said.

“If Little Dragon is successful in creating compelling content, Hugo Boss can potentially acquire new readers who are fans of the music and also establish its blog as a must-read.”

Streaming for attention

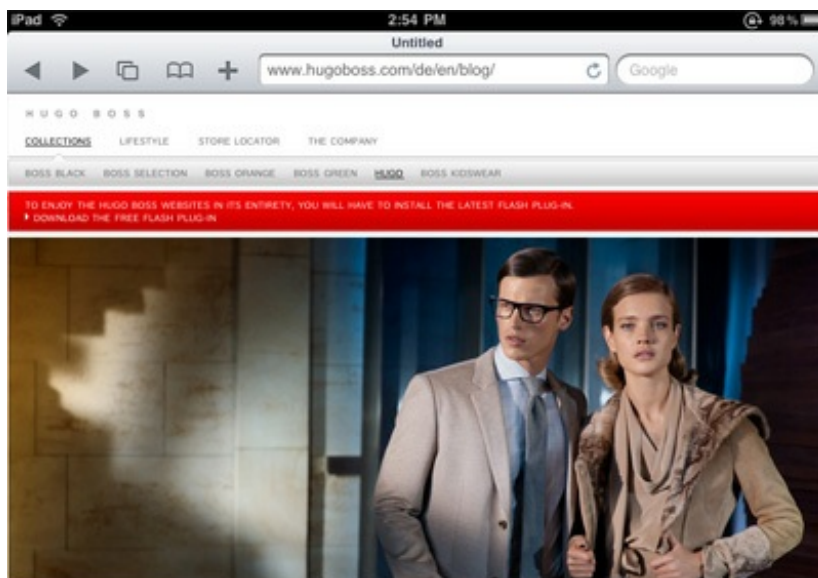
Indeed, Hugo Boss is continuing its mobile courtship with the addition of Foursquare.

Consumers who are attending Berlin Fashion Week are encouraged to follow the brand on the social media site to learn about Berlin hot spots and possibly earn prizes.

“The goal is that we create a buzz for our brands, engage the fans and consumers and let them be part of the fashion and lifestyle world of Hugo Boss,” Mr. Aller said.

The brand already has two mobile applications, Hugo Boss and Hugo Boss Sailing, that help to round out its mobile strategy.

However, the Hugo Boss blog uses Flash. This makes it difficult for Apple customers to view the blog, contents and fashion show via smartphone or tablet.



Apple users cannot use Flash

Since Hugo Boss is making such an effort to attract customers using social media via mobile, it would make sense to round out the strategy for Apple customers.

“Luxury marketers can benefit from social media by providing those consumers who can’t afford luxury goods but are still brand advocates,” Spring Creek’s Ms. Josefsberg said.

“Luxury brands are marketing to a unique audience: actual consumers who can afford to buy the product and brand enthusiasts,” she said. “Social media allows luxury marketers to cater to both.”

Final Take

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