

FRAGRANCE AND PERSONAL CARE

## Hugo Boss unites athletes in new fragrance campaign

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*Hugo Boss enlisted professional soccer players to help introduce their new fragrance. Image Credit: Hugo Boss.*

By SARAH RAMIREZ

German fashion label Hugo Boss is teaming up with a group of athletes to introduce its newest fragrance in a campaign that speaks to passion and ambition.

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Under the spotlight of the 2018 FIFA Men's World Cup, Hugo Boss enlisted four professional soccer players to help promote its new release, Boss Bottled United. The athletes Spain's Alvaro Morata, Brazil's Philippe Coutinho, Britain's Harry Kane and Germany's Julian Draxler represent four of the best national teams in the world.

"Men relate well to athletes and teams," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "There's emotion, authenticity and respect beyond what a model can provide.

"Boss consistently matches values and passions of best prospects," he said. "Tapping into the heart of best prospects is essential for luxury brands."

Mr. Ramey is not affiliated with Hugo Boss, but agreed to comment as an industry expert. [Hugo Boss](#) was reached for comment.

### Players "United"

For the launch of Boss Bottled United, the men appear in short films and photographs across Hugo Boss's social media platforms.

In the short film "A tale of two halves," the men suit up in Boss fashions. Scenes of them getting ready are intercut with scenes of young boys playing soccer in a city.

*In light of the 2018 World Cup, four star soccer players are featured in the campaign for Boss Bottled United. Credit: Hugo Boss*

Transitions between the two worlds are nearly seamless. As one player splashes water on his face, a soccer ball is dribbled through a puddle. When one of the boys claps another's back, the scene goes back to the locker room as the men shake hands.

The scenes of the young boys playing soccer serve as reminders of the now-star players' humble origins. Clearly, their passion for the game and their appreciation of teamwork started from a young age before they achieved professional success.

Even the fragrance's name, Bottled United, places an emphasis on teamwork.

Boss Bottled United is a dynamic scent with contrasting notes. It opens with citrus and then is dominated by spearmint and peppermint, for an elegant, masculine fragrance.

In addition to this soccer-centric scent, Hugo Boss also outfitted the German national soccer team for travel and professional appearances during their World Cup run.



*Hugo Boss outfitted the German team during the 2018 World Cup. Image credit: Hugo Boss*

The centerpiece of the Boss look was a dark blue suit, which players were able to pair with a shirt or knitted polo. Also included in the capsule collection were a bomber jacket, knit sweater and drawstring pants, all in a dark navy blue.

Subtle details referenced the team, with the national colors of black, red and gold inside the jacket. Hugo Boss has outfitted the German men's and women's national soccer teams since 2013.

### **Global marketing opportunities**

Hugo Boss is far from the only luxury brand to use this year's World Cup, set in Russia, as a launching pad for new campaigns.

For the third time, French fashion label Louis Vuitton is partnering with the tournament to help safely transport its trophy to Moscow. Taking the partnership further, Louis Vuitton is also letting soccer fans mark the event through a new licensed leather goods collection ([see story](#)).

Similarly, Swiss watchmaker Hublot is celebrating its love of soccer with a new campaign featuring some of the sport's greatest players. Hublot has recruited legends such as Pel and Diego Maradona as some of the faces of its latest campaign, called "Hublot Loves Football" ([see story](#)).

All of these brands are hoping to capitalize on one of the most widely watched events in the world.

"Large-scale events heighten interest in all things related, and luxury brands relate," Affluent Insights' Mr. Ramey said. "Shared passion is the *raison d'être*."