

MEDIA/PUBLISHING

Hugo Boss links with GQ to honor 2018's noteworthy names

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British GQ is hosting its annual Men of the Year Awards. Image credit: British GQ

By STAFF REPORTS

Condé Nast's *British GQ* is celebrating the Men of the Year in style with help from German fashion group Hugo Boss.

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During the ceremony on Sept. 5, a number of the presenters, guests and honorees will be wearing Hugo Boss attire. The event allows *GQ* to bring its sophisticated, culturally minded editorial focus off the page.

Award show

The awards, now in their 21st year, will honor the men and women who helped to shape 2018. Personalities from the fields of fashion, sports, entertainment and politics will be highlighted.

Among the awards are the Hugo Boss Most Stylish Man and the Hugo Boss Breakthrough Actor categories.

The ceremony's red carpet will be live-streamed on Facebook, allowing anyone to tune into the event.

"Together with *British GQ*'s 30th anniversary this year, I'm thrilled to announce the return of the GQ Men of the Year Awards for 2018," said Dylan Jones, editor of *GQ*, in a statement. "It will be a night to remember, as we celebrate the influential and iconic men and women who best represent GQ and continue to push the boundaries on the world's cultural stage."



Adwoa Aboah won the Hugo Boss Woman of the Year award in 2017. Image credit: British GQ

The publication has recently brought its focus on culture to more channels, allowing it to adapt to new media formats.

Condé Nast's British GQ linked with social platform Vero to give its journalism more exposure.

Through the collaboration, British GQ will create specially commissioned content for Vero's audience, focusing on music and the lifestyle surrounding it. Publishers are increasingly adapting to consumers' digital media consumption habits, turning to a range of platforms to serve up content to new audiences ([see story](#)).

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