

FRAGRANCE AND PERSONAL CARE

Boss introduces “augmented sensuality” in fragrance effort

September 17, 2018



Boss The Scent campaign. Image credit: Boss

By SARAH JONES

German fashion label Boss is weaving a story of seduction in a narrative campaign for its namesake men's and women's fragrances.

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

To promote its Boss The Scent collection, the label tapped actor Jamie Dornan, most well-known for his starring role in the "Fifty Shades of Grey" franchise, and model Birgit Kos to embody strangers who find each other in a chance meeting at a classical concert. Boss' campaign speaks to the fact that even though certain experiences can be replicated in digital, scent is one that exceeds the limits of technology.

"Both Jamie and Birgit have a casual sexiness about them," said Kimmie Smith, celeb fashion stylist and cofounder, creative and style director of [Athleisure Mag](#), New York.

"They seem like friends you know or work with and have an everyman quality about them," she said. "They also don't seem like people who would frequent a classic concert regularly, but when invited with a twist, they would do so."

Ms. Smith is not affiliated with Boss Fragrances, a license of [Coty](#), but agreed to comment as an industry expert. [Boss Fragrances](#) was reached for comment.

Mutual attraction

Directed by Drake Doremus, Boss' campaign opens as Mr. Dornan is seen driving a classic convertible towards a modern structure. Once inside, he is shown following a crowd of people up a staircase towards an unknown destination.

Meanwhile, Ms. Kos' character is captured running behind the throng and up the same stairs.

Mr. Dornan takes a seat in a concert hall as a musician takes a seat at a piano. Before he begins to play, the audience simultaneously places dark glasses over their eyes.



Boss The Scent campaign. Image courtesy of Coty

Before Mr. Dornan blocks his own vision, Ms. Kos catches his eye. As the sound of classical music fills the concert hall, she takes a seat next to him.

They exchange glances before putting their own glasses on. As their hands almost touch, the film shows an imagined scene in which they are standing together seemingly on the precipice of a kiss, their version of what the brand is calling "augmented sensuality."

Mr. Dornan suddenly reaches his hand to their shared armrest and realizes Ms. Kos has left her seat. Taking his glasses off, he follows her to a lobby.

He originally seems to have missed her, but then she appears beside him and they stand face-to-face for the first time.

Boss The Scent campaign

The campaign marks the launch of Boss The Scent Private Accord for him and her, new editions of the fragrances.

For him, Boss The Scent Private Accord includes notes of ginger, maninka fruit and cocoa absolute. Boss' feminine perfume begins with mandarin and osmanthus flower before progressing to cocoa absolute and roasted tonka.

"Although the fragrance isn't shown, the sensory element is there," Ms. Smith said. "The hue of the concert hall as well as the glow from the lenses creates a sense of warmth like the fragrance.

"Seeing Jamie and Birgit have a moment with augmented reality showcases how the fragrance will not only transform you, but will encourage you to stay in that moment," she said. "It leaves the viewer with the thought that its subtle power would be one that you'd want within your day-to-day look."

Bottling up Boss

Previous advertisements for Boss The Scent have also been flirtatious.

In 2016, Hugo Boss uncovered the art of seduction to promote a feminine fragrance in the line.

Boss The Scent for her, the feminine companion to 2015's cologne Boss The Scent, is meant to give the wearer an added allure for intimate moments. In its marketing campaign, Hugo Boss expanded the models' roles from silent actors to ambassadors of attraction, giving them a voice in coordinating content ([see story](#)).

The brand has recently worked with a number of actor ambassadors, including choosing Australian Chris Hemsworth as the new face of its Boss Bottled scent.

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

"The Boss man and woman are effortlessly chic and they take chances wherever opportunity presents itself," Ms. Smith said. "They can be in a room with a number of people and yet, they take center stage."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.