

APPAREL AND ACCESSORIES

Boss leans into lifestyle appeal with travel diaries

March 26, 2019



Boss' Travel Collection. Image credit: Boss

By SARAH JONES

German fashion label Boss is speaking to consumers' on-the-go lifestyles and experiential pursuits in a travel-centric campaign.

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

To launch the latest styles in the brand's Travel Collection, Boss has tapped two personalities to embody the business and leisure traveler. As consumers' desires move more towards experiences than things, aligning fashion with the act of traveling can give apparel and accessories a new appeal.

"Hugo Boss decided to create and continue this travel-centric line because the metrics are in the conversations," said Dalia Strum, educator at [The Fashion Institute of Technology](#), New York. "There's a large segment of consumers who travel for business and pleasure and it showcases how people plan in advance to organize their outfit's for travel days as well as the duration of their trips.

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

On the move

Boss first launched the Travel Collection in the fall/winter 2017 season, with a focus on the globetrotting man. Among the developments featured in the line are packable suits and tailoring made in stretch fabrics for ease of movement.

Since the original launch, Boss has updated the line each season. The latest iteration of the collection includes items such as a camouflage-print windbreaker, sweaters and pants in cotton or wool.

Ranging from dressed up to casual and sporty styles, the line also features basics such as a white button-down shirt, T-shirts and sneakers.

Highlighting this breadth of style solutions, Boss is launching a campaign featuring actor Jeremy Irvine and model Jislain Duval.



Jeremy Irvine for Boss' Travel Collection. Image credit: Boss

In a video, Mr. Irvine is depicted as the leisure traveler. While he does travel for work about 10 times a year, he also likes to venture for fun.

The actor talks about his packing tendencies and striving for simplicity in a voiceover. Throughout the short, he is seen wearing a number of different looks suitable for active pursuits or adventures, including an orange water-repellant vest.

Mr. Duval, meanwhile, portrays the business traveler. The model explains that 60 percent of his job is traveling.

Being on the move requires a wardrobe that can be mixed together in a number of ways. He also stresses the benefit of non-creasing suits, and is seen packing a folded blazer into his suitcase.

Jislain Duval for Boss' Travel Collection

On Hugo Boss' Web site, consumers can explore the two personas and shop full looks that are worn by the two campaign stars.

"The Boss man is featured as organized, with a sense of elevated and timeless style," Ms. Strum said. "Most of the items they pack are mix and match since there's a basic base to work with. It also simplifies the thought process for this part of their trip so they can focus on the reason they are traveling.

"Personally, I really enjoyed these videos because it highlighted the actual consumers and their thought process," she said. "It allowed us, as viewers, to establish an emotional connection with the 'customer profile' and better understand their lifestyle."

Travel pursuits

Time is one asset that is nonrenewable, and today's wealthy are looking for brands that make their lives easier and also help them get the most out of their free time, according to research from Team One.

Another shifting value among affluents is mobility.

While travel used to be a marker of a wealthy individual, leisure trips are available to a greater number of people than ever before. As a result, travel is now looked at a way of self-expression and personal growth.

Almost three-quarters, 72 percent, of affluents feel at home anywhere in the world, according to Team One's 2018 Quantitative Panel in partnership with YouGov ([see story](#)).

In light of this jet-setting, the worlds of travel and fashion are colliding.

As experiential travel continues its upward momentum, department store chain Neiman Marcus is taking this notion head-on with a new travel guide that incorporates its retail endeavors into experiences.

Neiman Marcus experts have curated a capsule collection named "The Art of Travel," which combines experiences, retail and editorial. In the new retail environment, department stores need to work to create immersive initiatives such as this to cater to the distracted consumer of today ([see story](#)).

"As luxury becomes more about experiences than tangible items, the approach of creating universal and timeless pieces will better support a spontaneous lifestyle through transitional pieces," Ms. Strum said. "Consumers don't want to feel limited with their clothing decisions, they want to make sure it supports their lifestyle."

© 2020 Napean LLC. All rights reserved.

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