

FRAGRANCE AND PERSONAL CARE

## Hugo Boss responds to campaign criticism

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*Boss' Lisbon influencer trip received backlash. Image credit: Boss*

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By STAFF REPORTS

German fashion group Hugo Boss has apologized for a recent influencer event after being called out for a lack of diversity.

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The brand was the latest to find itself the target of criticism from Diet Prada, the Instagram account that tracks fashion copycats and controversies. A fragrance trip in Portugal featured a cast of male models that the account and followers found to be too homogenous.

Influencer ire

Diet Prada's post was about Boss' fragrance-centric trip to Lisbon.

"Welcome to the world of #bossbottle, where the burden of inclusion and representation are momentarily lifted over beachside photoshoots and group fitness training sessions. Out of 18 known influencers on a trip to Lisbon, Portugal, @boss sure made it clear that their #manoftoday is exclusively white or white passing. Was it really too much to include some black, brown, and Asian men?" Diet Prada asked.

The watchdog went on to quip that many of the men featured looked very similar to each other.

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[View this post on Instagram](#)

So, is this like the male equivalent of @revolve and their #revolvearoundtheworld trips? @boss sure makes a strong case for it with their latest social media activation. Welcome to the world of #bossbottle , where the burden of inclusion and representation are momentarily lifted over beachside photoshoots and group fitness training sessions. Out of 18 known influencers on a trip to Lisbon, Portugal, @boss sure made it clear that their #manoftoday is exclusively white or white passing. Was it really too much to include some black, brown, and Asian men? By the looks of it, they also could've cut their budget in half, seeing as just about every guy has at least one double lol. Swipe to see the cast . #boss #hugoboss #fragrance #cologne #influencer #maleinfluencer #clones #lame #boring #suit #wiwt #ootd #diversity #inclusion #representationmatters #poc #lisbon #portugal #retreat #vacation #beach #sand #grooming #beard #blonde #brunette #dietprada

A post shared by Diet Prada (@diet\_prada) on Apr 25, 2019 at 5:13pm PDT

### *Instagram post from Diet Prada*

Comments on Diet Prada's account and Boss' called the brand out for a perceived lack of diversity. However, some consumers came to Boss' defense, noting that the event was diverse in the number of countries represented on the trip rather than being about skin color.

After facing criticism, Boss put out a statement in comments on its own account and Diet Prada's.

"Hugo Boss is a signatory of the Diversity Charter, and we actively work to build a diverse and inclusive culture within the company, something that is reflected in the casting of our fashion shows and campaigns each season," Boss said. "We sincerely apologize that this fragrance event has given a different impression, something which we take extremely seriously and will learn from."

Hugo Boss is taking a very different tactic in its response to Diet Prada than some other luxury brands.

For instance, one half of Italian fashion house Dolce & Gabbana, Stefano Gabbana, has accused fashion Instagrammer @Diet\_Prada of cyberbullying.

The @Diet\_Prada handle posts criticism of the fashion industry and its stalwarts as well as calling attention to design and campaign rip-offs. The account, once ran by an anonymous figure within the fashion community, now has more than 1 million followers and no brand or designer is safe from its critical lens ([see story](#)).