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Hugo Boss repositioning itself as purveyor of customized luxury?

September 23, 2011



By RACHEL LAMB

German fashion house Hugo Boss is positioning itself as an authority of bespoke form and shape and hooking consumers in-store for suit fittings with its ultra-luxury Boss Selection Tailored Line as bait.

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Luxury Daily

The Hugo Boss Web site offers rich images of ties, suits and shirts while highlighting craftsmanship and brand legacy. Consumers can make appointments in Europe and Asia for a bespoke fitting.

"As we push further into the post-digital era, strong personal relationships and real-time personalization will be the recipe for successful luxury brands," said Paul Farkas, founder of Social.TV, New York.

"Hugo Boss' Selection allows affluent clientele to peruse remotely on their own time and then have an open channel to discuss the line and optimize choices according to their unique attributes and taste," he said.

"The tagline, 'a new dimension in luxury,' captures this essence of combining real-world high fashion and customized tailoring with digital elements of 24/7 discovery and shopping," he said.

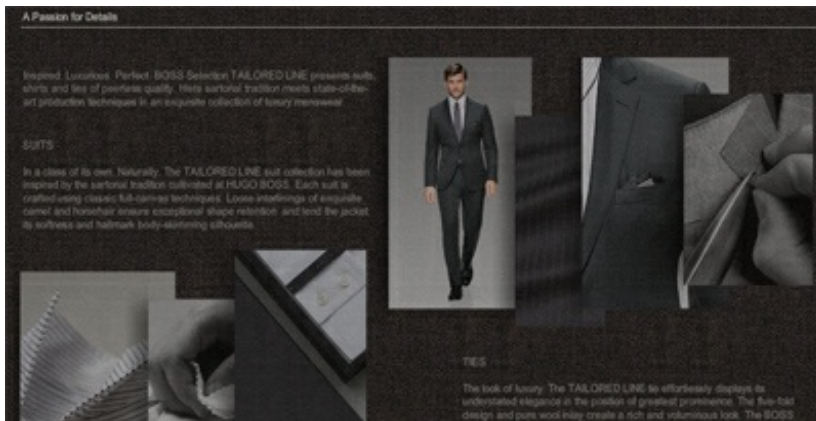
Mr. Farkas if not affiliated with Hugo Boss, but agreed to comment as an industry expert.

Hugo Boss did not respond by press deadline.

Suitable occasion

Hugo Boss has dedicated a section of its Web site to the Boss Selection collection with a new emphasis on the tailored line.

Visiting the Hugo Boss Web site at <http://www.hugoboss.com> and choosing the Boss Selection in “Brand World” brings consumers to the section where they can look at products from the newest campaign and are introduced to the Tailored Line.



Hugo Boss Selection site

Consumers are able to view high-resolution images of the tailoring process including details of stitching and fabrics.

"Boss demonstrates its passion for details right down to the site's surreal fabric background that begs to be touched on the screen," Mr. Farkas said.

Hugo Boss goes further by including an appointment section, where consumers in European and Asian cities can find the nearest branded store location to go in for a Selection collection suit fitting.

Not only will the appointment section likely increase in-store sales, it may also grow brand affinity and build loyalists.

Furthermore, Hugo Boss customers may choose to bring their suits from other collections to be altered.

Hugo Boss is aiming to entice consumers to take it seriously as a bespoke and tailoring power by even offering complementary alterations available for all of its suits.



Hugo Boss emphasizes craftsmanship and quality

Customer is boss

Hugo Boss has been building up this sort of authority for some time now.

The brand is promoting its suits in general. When consumers first enter the Hugo Boss ecommerce site, Fall suit options are highlighted via large images and bold headlines.

Hugo Boss recently opened up a digital suit shop where consumers can order shirts, jackets, pants and shirts by price, occasion, label and fit ([see story](#)).



Hugo Boss Suit Shop

In addition to its Web site boost, Hugo Boss posted pictures from its Selection tailored line collection on Facebook, further encouraging consumers to visit the site or stores.

Many luxury brands and tailors have been emphasizing their services lately.

For instance, to celebrate the anniversary of its Naval Warrants, Savile Row tailor Gieves & Hawkes discounted a selection of its shirts and jackets for a limited time on its Web site and in-store ([see story](#)).

Additionally, Savile Row tailor Henry Poole & Co. has teamed up with the London College of Fashion to commemorate “The Little Black Jacket – Celebrating 150 Years of the Tuxedo” with worldwide exhibits ([see story](#)).

"Campaigns that call for appointment-only private luxury services need to offer rich, consistent services for their guests," Mr. Farkas said.

"Depending on level of loyalty and affluence, car service, complimentary in-store beverages and an entertainment or dining concierge should be bundled within," he said.

Final Take

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