

APPAREL AND ACCESSORIES

Hugo Boss forges partnership with blogger Caro Daur

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Ms. Daur's collection for Hugo Boss consists of 15 pieces. Image credit: Hugo Boss

By ELLEN KELLEHER

Fashion house [Hugo Boss](#) has introduced a new collection designed by the German fashion blogger and model Caroline "Caro" Daur.

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This month's unveiling of Ms. Daur's capsule collection will advance the German brand's appeal to female buyers and underlines its attempts to innovate amid the pandemic. The collaboration stems from a long-time friendship between Ms. Daur and Ingo Wilts, chief brand officer at Hugo Boss.

On the rack

Brands often tap influencers, bloggers and celebrities for added exposure to younger, digitally-savvy audiences.

Ms. Daur, who has more than 2.5 million followers on Instagram, curated a 15-piece collection for Hugo Boss. Styles include a sleek black blazer and classic trench coat to an elegant off-white sweater.

In a short video introducing her work, the 25-year old Ms. Daur struts into a room to pick out outfits from a rack where her collection of "must-have pieces for any occasion" is stored.

"Fifteen are perfect for every day, for night," Ms. Daur says. "They are really versatile."

Caro Daur designed a capsule collection for Hugo Boss for day-and-night

Ms. Daur picks out an off-white wool coat, an off-white shirt and a black top with a "sexy" touch to show to the cameras before moving on to showcase the sketches, fabric samples and mood boards that were part of her design process.

Capturing the spirit of a woman on the move, the video is brief and Ms. Daur soon bids the audience adieu.

"I think I was already speaking for too long," she says as she leaves the room. "I need to rush. I need to choose something for tonight."

In a series of videos on the Boss Instagram and YouTube accounts, Ms. Daur also shares her inspiration for

including specific items, including a trench coat, oversized sweater and backless black dress, in her collection.

Another video features a sit down with Ms. Daur and Mr. Wilts.

The pair reminisce about their friendship before discussing the capsule collection. Ms. Daur describes her designs as comfortable and says the "off-white color" used for many of her pieces "gives her a good feeling."

"We were thinking with whom we wanted to make the collaboration with, and who really is our woman, the Boss woman," Mr. Wilts says in the film. "I think it is also great just to have 15 pieces in the collection because this makes it very focused."

Chief brand officer Ingo Wilts interviews Caro Daur

Ms. Daur was raised in Seevetal, Germany and launched a career as a fashion blogger in the mid-2010s, under the [CaroDaur.com](#) website. She has a history of engaging in lucrative partnerships, having signed deals with MAC Cosmetics, Adidas and Dolce & Gabbana.

#BOSSxCaroDaur is now available on the Hugo Boss website and select stores.

Luxury collaborations

Entering creative partnerships can help brands venture into new categories or modernize their image, but luxury labels need to keep their DNA at the heart of collaborations.

From mashups between external designers or influencers and heritage houses to a meeting of two likeminded brands, working with other parties provides the means for labels to showcase a different side of themselves and achieve newness ([see story](#)).

Similar to Hugo Boss, [Belstaff](#) has enlisted an actor to create his own collection for the British fashion label.

British actor James Norton stars in Belstaff's fall/winter 2020 campaign, which will be followed by his own collection for the brand. His for the brand is set to debut in March 2021 ([see story](#)).

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