

APPAREL AND ACCESSORIES

Hugo Boss taps Hollywood star to represent brand

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Chris Hemsworth is the newest brand ambassador for Hugo Boss. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is appointing Australian actor Chris Hemsworth, best known for his role as Thor in Marvel's Avengers series, as its newest global brand ambassador.

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Since 2017, Boss and Mr. Hemsworth have collaborated on the BOSS Bottled Scent, so by expanding this partnership, the brand aims to ensure a globally consistent image that will bridge various product groups. With Mr. Hemsworth as the international face of the worldwide fashion campaigns planned for 2021 and 2022, Boss hopes to further enhance brand appeal among consumers.

"I've been a huge Boss fan for a long time, so I'm really happy to now represent the brand's collections as global ambassador," Mr. Hemsworth said in a statement. "Our partnership over the past few years has been absolutely brilliant.

"I'm very excited to be working more closely with the Boss team."

Casual and sustainable

As a passionate surfer who leads a well-balanced lifestyle, Mr. Hemsworth represents the brand's casualization, which will be reflected in the campaign.

In addition to his career as an actor, Mr. Hemsworth is dedicated to environmental causes, strategically leveraging his celebrity to draw attention to climate change and species protection. With more than 45 million followers on Instagram, Mr. Hemsworth is a powerful voice and role model for younger consumers.



The Hugo Boss Pre-Fall 21 collection. Image credit: Hugo Boss

"We are proud that, in Chris, we have been able to secure a world-class star who is a perfect fit for our Boss brand," said Yves Mller, managing board spokesman at Hugo Boss AG, in a statement. "He embodies a contemporary take of success and masculinity, exemplifying the modern man of today: self-confident, authentic and approachable."

The first campaign featuring Mr. Hemsworth is set to begin in spring 2021. With the new partnership, Boss plans to launch a joint capsule collection with sustainability in focus. With this collection, the brand will continue its leading role as a sustainable company within the fashion industry.

In October 2020, the brand released a video ad campaign featuring a capsule collection made of recycled material, strongly encouraging a shift towards a more environmentally-conscious fashion industry ([see story](#)).

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