

FRAGRANCE AND PERSONAL CARE

Boss illustrates power of attraction in new fragrance effort

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Laura Harrier and Jacob Elordi star as the faces of Boss: The Scent in a new spot. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is ruminating on the power of seduction and allure in a new fragrance campaign.

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Australian actor Jacob Elordi and American actress Laura Harrier star in an intimate, sensuous short film promoting the Boss: The Scent fragrances for men and women. The vignette quickly portrays the role fragrance plays in attracting both whom and what consumers seek in life.

Euphoric faces

The vignette opens with Mr. Elordi, star of the HBO series "Euphoria," entering a dimly-lit gathering, ultimately locking eyes with *Spider-Man: Homecoming* actress Ms. Harrier.

Once the two lock eyes, they are transformed into a disparate world where they stare longingly at each other before they are touching. The room suddenly begins spinning as the pair gets closer, staring into each other's eyes as "Enjoy the Silence" by Brokenstra featuring Brisa Roch carries the narrative.

Mr. Elordi and Ms. Harrier only have eyes for each other in the new spot

The vignette ends with the pair standing in the center of the room where they originated, the camera again rotating as the outside of their hands touch. The fragrances, available in men's and women's, then appear on the screen.

The attraction between the two characters is strong and intense.

Coty Inc., which distributes the fragrances, describes them as a "reinterpretation" of the originals, and the concentration is 18 percent for the men's fragrance and 20 percent for the women's. The men's fragrance comes in a bottle colored in a hue of gray, while the women's fragrance is more rose gold.

Hugo Boss is entering a new era with the help of some familiar faces.

Ostensibly looking for a refresh after nearly 50 years, the company is introducing new logos for its two brands, Boss and Hugo, as well as a comprehensive rebrand across all touchpoints. To celebrate, Hugo Boss unveiled two global

campaigns targeting millennials with its flagship Boss brand and Gen Z with Hugo featuring a cast of famous models, musicians, influencers and athletes ([see story](#)).

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