

APPAREL AND ACCESSORIES

Hugo Boss continues innovative investments with digital campus debut

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The digital campus will allow for better collaboration across teams. Image credit: Hugo Boss

By SARAH RAMIREZ

Germany's Hugo Boss has established a new digital campus as the fashion group accelerates the transformation of its ecommerce and data capabilities.

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Hugo Boss has set up its Digital Campuses, which will act as data hubs, at its Metzingen headquarters and Porto, Portugal outpost. In recent months, the company has increasingly prioritized its digital investments, from ecommerce to social media.

Digital collaboration

The digital campus empowers Hugo Boss employees by providing a coworking platform across the organization's departments, from IT to logistics and in between. It encompasses ecommerce, customer relationship management, data analytics and data science capabilities.

Hugo Boss also released a short film about the digital campus, elaborating on its perspective on technology and innovation and how collaboration will power the company's next era.

Hugo Boss introduces its plans for its digital campus

"The popularity of digital experiences is peaking, and its impact on people's behavior is already huge," a female narrator says. "What is going on around us is an absolute transformation."

B-roll footage reveals the Hugo Boss ecommerce site. Three-quarters of millennials and Gen Zers, the brand's target audience, expect digital experiences, according to the video.

The film also puts some of the brand's leadership in front of the camera, pitching directly to consumers.

"At Hugo Boss, we the customer at the center of everything we do," says Daniel Grieder, CEO of Hugo Boss, in the video.

Chief sales officer Oliver Timm adds that investment in digital competencies will help the brand get closer to the customer.

"We need to be more precise, act faster and smarter to fully leverage the power of data," Mr. Timm says.

Others reiterate that data can unlock close customer relationships and boost engagement. Priorities for the company also include mobile-first design and immersive experiences for its two brands, Hugo and Boss, such as livestreaming, shoppable videos and virtual try-ons.

Hugo Boss also plans to use augmented reality to improve product discovery, engaging shoppers in new ways. Artificial intelligence will help the company develop hyper-personalized omnichannel journeys.



The digital campus will help different departments innovate. Image credit: Hugo Boss

"We need to clear about what role we want to play in people's lives and how we can create value for them," Mr. Grieder says. "We have to be relevant and the digital campus is one of the biggest opportunities to achieve this as a company.

"It is a big step on our way to become the premium tech-driven fashion platform worldwide," he says. "It will enable us to understand the various connections even better, to use data smarter and to unlock our full potential as Hugo Boss."

Marketing moves

Recently, Hugo Boss has made several major moves as it looks to the future.

Ostensibly looking for a refresh after nearly 50 years, the company began 2022 by introducing new logos for its two brands, Boss and Hugo, as well as a comprehensive rebrand across all touchpoints. To celebrate, Hugo Boss has 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](#)).

This month, Hugo, which is geared toward younger audiences, tapped into the power of live music and social media with a series of branded events for Coachella attendees. During the music festival's first weekend, the German fashion brand transformed a boutique hotel in downtown Palm Springs into the Hugo House and invited high-profile TikTok creators to stay and participate in a schedule of events to promote the brand ([see story](#)).

The efforts have been paying off, with Hugo Boss reporting full-year earnings of \$2.78 billion euros, or \$3.05 billion at current exchange rates, for fiscal year 2021.

Through the execution of its Claim 5 rebranding strategy, the company generated a significant digital response, bringing its share of total digital sales to a record 20 percent. The company plans to focus on further developing this strategy throughout 2022, forecasting sales to grow 10-15 percent ([see story](#)).