

APPAREL AND ACCESSORIES

Hugo Boss explores meaning of empowerment, determination

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Since its overall rebrand, the company's Hugo arm is steeped in self-expression and confidence. Image credit: Hugo Boss

By NORA HOWE

German fashion house Hugo Boss is defining what it means to be one's own boss through two new campaigns hinged on the importance of embracing internal power.

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For the fall/winter 2022 campaign, the group's two brands, Boss and Hugo, are building off of their refresh earlier this year to encourage consumers to be their truest selves with the help of some familiar faces. Inspired by the premise of self-expression and confidence, Hugo Boss continues to garner the buying power of young consumers who value self-love and inclusivity.

Promoting power

Starring in the Boss fall/winter 2022 campaign is TikTok creator Khaby Lame, Italian tennis player Matteo Berrettini, German runner Alica Schmidt and British boxer Anthony Joshua. These global brand ambassadors also each have strategic partnerships and capsule collections with the brand.

Joining them is American model Kendall Jenner, American rapper Future, South Korean singer Lee Min-ho and British supermodel Naomi Campbell.

Dressed in the classic Boss code colors of white, camel and black, each notable figure is depicted in their own rooms or worlds, so to speak.

For instance, Ms. Jenner is seen posing with her Doberman, Pyro, while Mr. Berrettini is shown relaxed in a hallway with his tennis racquet as if mentally preparing for a match.



Ms. Jenner poses with her dog. Image credit: Hugo Boss

With this, Boss says the rooms serve as reminders of new opportunities when one door closes, another opens. As doors and entryways serve as the campaign's main backdrop, the brand suggests that finding oneself and discovering one's power is not a single road, but rather a series of challenges, successes and failures.

In a slightly more rebellious tone, the group's Hugo campaign rests on a similar foundation of empowering all people to be true to themselves and create their own style. For its fall/winter 2022 effort, Hugo propels its mantra #HUGOYourWay.

Starring Korean-American rapper Big Matthew and Guyanese-American rapper SAINT JHN, who were both introduced as Hugo brand ambassadors earlier this year, the campaign introduces American model and singer Selah Marley to the mix.

The trio is intended to serve as a force to be reckoned with, comprised of three individuals who aim to break expectations and inspire others to do the same.

Having significantly expanded its presence in the digital worlds of TikTok and Instagram, Hugo continues in its path of attracting younger, passionate consumers.

In April, the brand tapped into the power of live music and social media with a series of branded events for Coachella attendees. During this year's first weekend, Hugo 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](#)).

[@hugo](#) Find us by the pool : all eyes on @Chloe Cherry as she takes a dip #HUGOYourWay original sound - HUGO

Euphoria actress and popular TikTok creator, Chloe Cherry, was a guest at Hugo's pool party in Palm Springs

The digital-led fall/winter 2022 campaign reflects the vision of the group's intention of becoming a tech-driven fashion company and platform around the world.

New directions

The new campaigns maintain the momentum of the company's rebrand and are part of the greater vision of the group to increase its global presence introduced by its Claim 5 strategy.

Following its rebrand, Hugo Boss Group saw record first-quarter sales. For the quarter ended March 31, 2022, Hugo Boss sales jumped 52 percent year-over-year to nearly \$813.7 million.

Sales were up 17 percent from Q1 2019, confirming that the group is continuing to exceed its pre-pandemic figures ([see story](#)).

Evidently reaching its intended audience, the company then collaborated with Nigo's Mr. Bathing Ape brand to

reveal a new capsule collection.

The formalwear arm of the designer's company Bape, Mr. Bathing Ape brings Tokyo style and culture into the luxury space. The collection first debuted in the metaverse in May, where users could shop pieces in the Hugo pop-up store, dress their avatars and create their own shopping experiences ([see story](#)).

On Aug. 3, 2022, the company released its earnings report for the second quarter, which, again, reflected sustained growth ([see story](#)).

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