

APPAREL AND ACCESSORIES

Hugo Boss places influencers centerstage for fall/winter 2023

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Philippine-American media megastar and pop singer Bella Poarch fronts the fall/winter collection. Image credit: Hugo Boss

By ZACH JAMES

German fashion house Hugo Boss is out with a new collection and star-studded slot.

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With music at its heart, the company's Hugo brand is featuring some of the most popular influencers and online performers in its fall/winter 2023 campaign. Eyeing youthful audiences, trendy cuts and the latest styles fall in line with a recent refresh and the signature #HUGOYourWay philosophy.

Melodic muse

Fronting Hugo's latest campaign is Philippine-American influencer Bella Poarch.

Ms. Poarch boasts a massive presence on all major social platforms, with 92.6 million followers on TikTok, 12.8 million on Instagram, over 6.6 million subscribers on YouTube, 1.2 million on X formerly known as Twitter and 4.8 million monthly listeners on Spotify. The star amasses more online followers than the Hugo Boss company's platforms altogether, revealing just how powerful of a presence she carries in virtual spaces.

Hugo Boss presents the fall/winter 2023 campaign

In addition to the seasonal collection, the brand is collaborating with Ms. Poarch to design an exclusive capsule, currently in the works.

Other artists and influencers are similarly featured in the fall/winter campaign, including Americans Chase Hudson, Chiara Hovland and Ashley Moore. British TikTok star Lola Clark and French model William Ernult also join the effort.

Photographed by Stuart Winecoff and with artistic direction handled by Trey Laird, the duo's design philosophies coalesce through upbeat and highly energetic visuals. "Body Wan Shake" by electronic artists Freq Motif and Magugu plays, forging a bridge between music and fashion through similar expressive themes of release.

In the campaign video, the group dons pieces from the fall/winter collection, ranging from ready-to-wear to accessories. Each piece pushes a sense of identity and personality, nodding to the individualism of the wearer.

Turn up the volume with HUGO! #HUGOYourWay takes on a fresh dimension this season with a dynamic Fall/Winter 2023 campaign that connects style with sound.

Find out more about the cast headlined by @bellapoarch at: <https://t.co/OmAXsIV5m5pic.twitter.com/QcLWWBF9zf>

HUGO BOSS Corporate (@HUGOBOSS) August 9, 2023

Dark hues and bold colors blend with the maison's classic colors of red, black and white, while leather, denim, and even tie-dye sports jerseys offer diverse options. Hoodies, jackets, scarves, long-sleeve button-ups and t-shirts also join the bunch, all of which suit the casual and vibrant nature of the group's Hugo brand, which was distinguished in 2022 ([see story](#)).

Seasonal push

The fashion house is just the latest to announce its plans for the upcoming fall/winter season, but joins the wealth of celebrity-focused representation.

While not a new occurrence, the trend was reinvigorated by Italian clothing brand Prada's announcement in early July 2023, which featured British actor Benedict Cumberbatch, American actor and model Hunter Schafer, Australian actor Kodi Smit-McPhee, Guyanese-British actress Letitia Wright and Chinese actor Li Xian ([see story](#)).



Ms. Poarch sports a leather coat from Hugo's latest drop. Image credit: Hugo Boss

Following suit, French maison Louis Vuitton launched dual fall/winter campaigns, each starring its own brand ambassador as a figurehead.

American actress Emma Stone fronts the womenswear side, exploring the push in a short film ([see story](#)). Jung Ho-seok, known to the public as J-Hope, a member of the Korean pop group BTS, is the focus of its menswear option ([see story](#)).

Italian fashion house Miu Miu recently took the same approach in its fall/winter campaign. Like Louis Vuitton, diverse representation propels the release forward, inclusive of actors and models from the U.S., Europe and the APAC region ([see story](#)).