

APPAREL AND ACCESSORIES

Hugo Boss embraces denim in dual summer 2024 drop

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The maison's iconic shade of red contrasts with the new blue aesthetic. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

Casualwear is at the core of German fashion house **Hugo Boss'** latest campaign, now live on social media and in retail placements.

The advertisement promotes summer 2024 offerings and reveals the new Hugo Blue apparel line. Street styles center the marketing as the brand seeks to uplift its #HugoYourWay platform, furthering its appeal with the Gen Z crowd through omnichannel messaging.

Color clash

Hugo Blue is making its debut alongside this year's mainline Hugo summer selection, both said to elevate casual clothing.

In new marketing stills and videos, the maison's iconic red shade contrasts with the fresh product line's blue tones. Shot by American filmmaker Stuart Winecoff, the imagery depicts young models on two distinct sets, one for each product line promoted.

Hugo Boss presents its summer 2024 campaign

On the Hugo side, the cast is subdued and mostly serious. The Hugo Blue area is the exact opposite, with performers sliding into ball pits and posing beside inflatable tube men.

The newly introduced lineage for Hugo Boss is themed around bold colors and denim. The material is seen across jackets, pants, overalls, hats and more.

French fashion house Louis Vuitton's latest drop also makes use of the casual textile ([see story](#)).

While subtle tailoring is present throughout Hugo Blue, the mainline summer 2024 collection focuses on oversized silhouettes, gender neutrality and an "effortless vibe." Streetwear is at the core of the seasonal assemblage, which includes jerseys, t-shirts, shorts, skirts and other summertime staples.



The double collection dropped on Feb. 28. Image credit: Hugo Boss

Both collections are on sale now in-store and [online](#).

On March 6, Hugo Boss will host an event in Berlin to celebrate the dual debut. The brand says it will delve into “the worlds of entertainment, the metaverse, and gaming” at the immersive activation in a bid to form a deeper connection with its target demographic of Gen Z consumers.

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