

MULTICHANNEL

Hugo Boss launches largest digital campaign for 3D runway show

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By RACHEL LAMB

German fashion label Hugo Boss launched its largest digital campaign including augmented reality, print, Web, mobile and out-of-home components called New Dimension Beijing that revolves around a runway show for its Black collection set to live-stream in 3D next month.

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Consumers are given access to content wherever they are through multiple touchpoints in different media. Hugo Boss is also offering limited-edition 3D glasses and a chance to win a trip to the fashion show to consumers who sign up for its emails on the Web site.

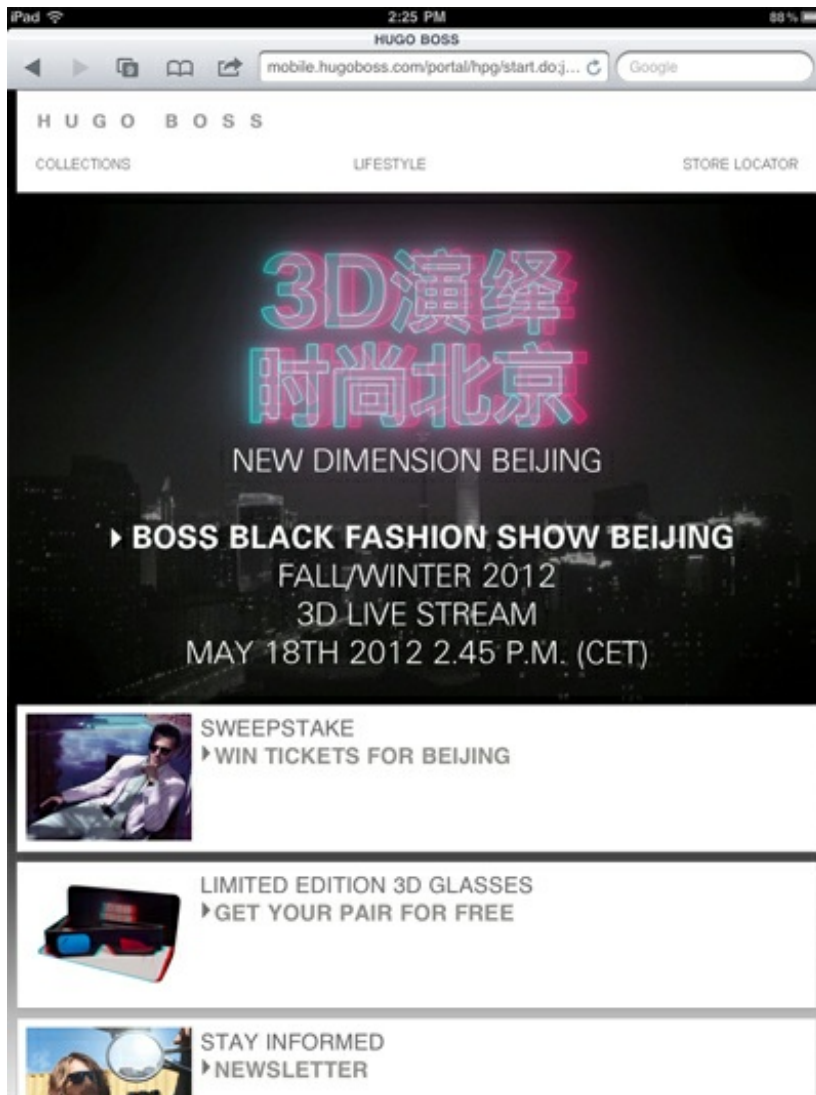
“The idea was to showcase a new and exciting fashion show campaign,” said Markus Aller, corporate communication and team leader of online media for Hugo Boss, Metzingen, Germany. “We wanted to show and involve the visitors, customers and fans in a new way of digital communication.

“We also wanted to set a new standard for a fashion show live-stream,” he said. “It’s the first big online and social campaign for the Chinese market.

“The idea was to generate awareness for the brand and new customers.”

Hugo in 3D

The bulk of the campaign is hosted on the Hugo Boss Web site and mobile sites at <http://www.hugoboss.com/us/en/collection.php>.



Hugo Boss mobile site

The Hugo Boss site includes a video diary, Black campaign shots, the collection and a place to order the glasses.

When the show streams May 18, consumers will be able to watch it on their browsers or mobile devices.

The video diary is written by “Miss Hugo Boss,” the brand’s spokesperson who gives behind-the-scenes access to the brand, interviews and sneak-peeks leading up to the show.



Hugo Boss Facebook

Hugo Boss includes links to its Twitter and Facebook pages, where even more content and details to the show and the brand are included.

The label's social media accounts including its YouTube channel all have 3D components.

The YouTube channel features a trailer for New Dimension Beijing and additional Miss Hugo Boss' video entries will be available on YouTube as the runway show gets closer.

New Dimension Beijing trailer

Another big part of the campaign is the sweepstakes to see the show in May.

By answering a trivia question about the show and filling out a form, consumers are

entered to win a trip to the show in Beijing, newsletters and a pair of 3D glasses.

The show will feature approximately 1,000 guests and a special live performance.

Also, Hugo Boss stores, print and out-of-home advertising will have 3D augmented reality installation that links to an exclusive section of the campaign. Consumers must download the Hugo Boss iPhone app to access content.



Hugo Boss Web site

Seeing depth

The idea of 3D is not exactly new to the fashion world, but it has been used increasingly in the luxury industry.

For example, apparel and accessories designer Norma Kamali opted out of a traditional Fashion Week runway show and instead chose to show her Spring 2012 collection via 3D technology with a video and new Web site called Norma Kamali 3D.

In this effort, Norma Kamali saw 21,000 new Facebook fans and 225 million media impressions for the launch of its 3D campaign, designed to acquire new social media fans and drive Web site traffic ([see story](#)).

The Hugo Boss brand will wait to see how this particular campaign turns out to see if it will continue to market its fashion shows in 3D, per Mr. Aller.

“The 3D technology is not new, but the way we set up and optimized all the different channels, especially the video footage and products, makes it very modern and sophisticated and fits perfectly to the brand,” Mr. Aller said.

“I am not quite sure about whether or not we will be using 3D for the rest of the shows, but it depends on how we are going to plan our fashion show events in the future,” he said.

Final Take

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