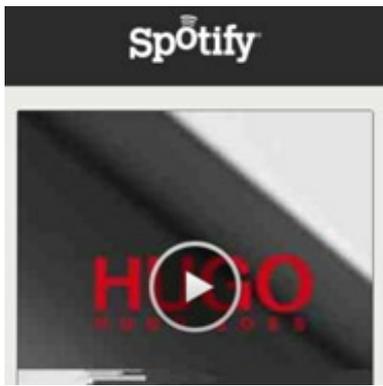


MOBILE

Hugo Boss bolsters runway live-streaming via mobile, Spotify

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By TRICIA CARR

German apparel label Hugo Boss encouraged consumers around the globe to view its Berlin Fashion Week runway show by optimizing the live stream for smartphones and tablets and presenting it via Spotify, which is a first for the digital music service.

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Luxury Daily

The #Hugo Rocks Berlin fall 2013 runway stream went live Jan. 17 at 2:30 p.m. Eastern Time via digital, mobile and Spotify. The show marks the label's 20th anniversary and the start of a new monthly Spotify playlist offering that is available to users of the service on their PC, mobile device, tablet and home entertainment system.

"I think that live-streaming is still very successful when you are able to bring your customers into an event that is unique," said Brittany Mills, director of client services at [B Culture Media](#), Atlanta.

"I think that by bringing the other platforms into the experience, Hugo Boss was still able to make it exciting and fresh for the brand," she said.

Rocking the runway

The #Hugo Rocks Berlin show took place at the city's Opernwerkstätten and was followed by a large party. The physical event was supported by digital, social and mobile media.

Similar to most luxury apparel brands, the German label drew eyes to the live stream of its runway show via email and social promotions.

Hugo Boss' social repertoire includes Facebook, Twitter, YouTube, foursquare, Pinterest, Google+ and Instagram. Each channel played a part in getting consumers to tune into the show via digital, mobile or Spotify.

One Facebook post, for instance, told consumers to watch the show from their mobile device. It said, "It's time to switch on your mobile phone now and visit <http://t.co/kASL9Pdo> to watch the #HUGO Fashion Show Fall 2013!"



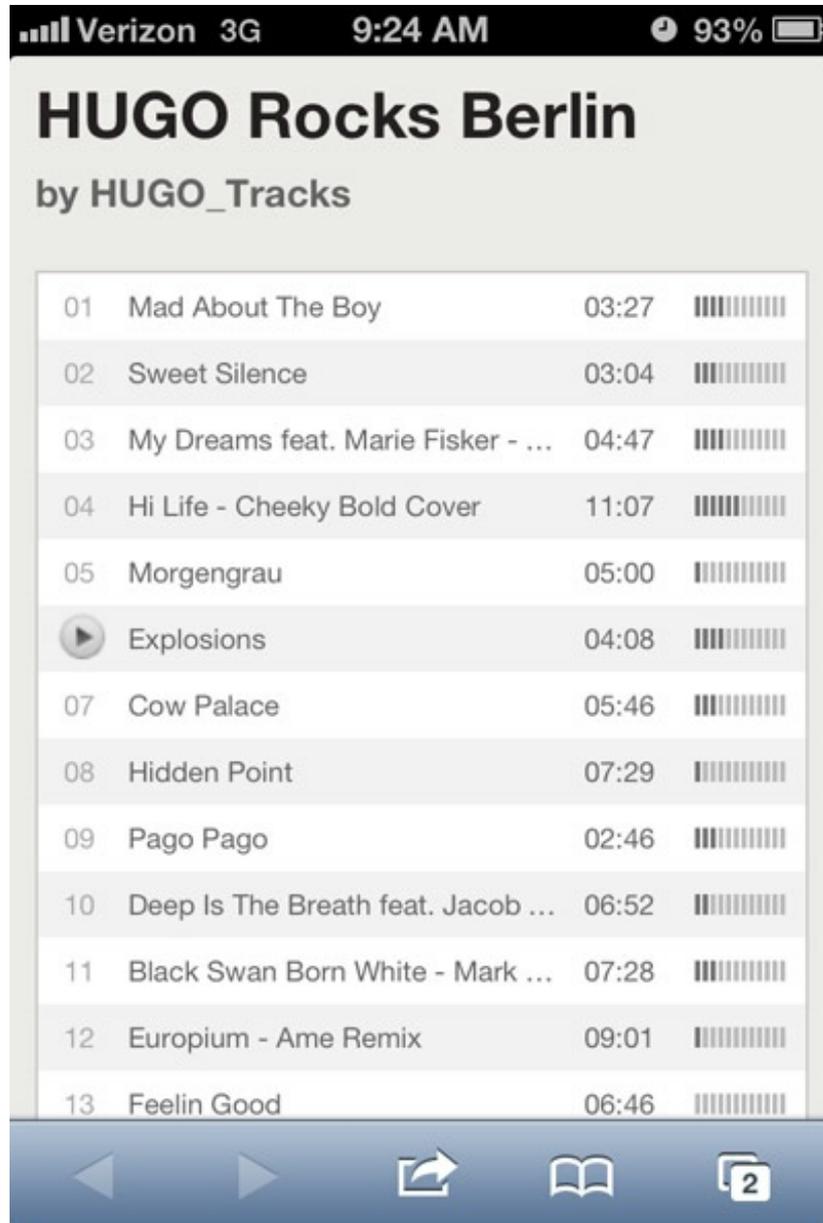
Facebook posts

Also, consumers were told to submit questions, tweet during the show and interact with "Miss Hugo Boss," the brand's spokesperson who gives behind-the-scenes access, with the official event hashtag #Hugo.

This year, the show streamed live from two different cameras. One showed the happenings through the eyes of Miss Hugo Boss while the other showed the traditional view from the audience.

Meanwhile, Spotify is playing a role in Hugo Boss' runway show push. The event was streamed live via the music service for the first time.

Also, Spotify subscribers now have access to monthly "Hugo Tracks" playlists, the first of which is the #Hugo Rocks Berlin playlist. It includes tracks such as Mad About The Boy by The Radio Dept., My Dreams feat. Marie Fisker - Original Mix by Trentemøller and Hi Life - Cheeky Bold Cover by Monkey Safari.



#Hugo Rocks Berlin playlist

Haute campaigns

Last year, Hugo Boss let consumers who were not in attendance at its runway shows view them via quite a few channels.

The brand brought the focus of the Berlin-based presentation of its spring/summer 2013 collection to the soundtrack, models and low-ticket items in a comprehensive digital push that promoted the content via Facebook, Twitter, Pinterest, Instagram, the label's blog and email.

The brand gave consumers a free download of the show's exclusive soundtrack by musicians Nina Kraviz & Kasper Bjørke as well as show coverage on its Web site, social media channels and mobile site. The label also hosted a Pinterest contest to showcase lower priced summer items, an Instagram campaign that gave a day-to-day look at the musical artists creating the show soundtrack and a model interview series on its blog ([see story](#)).

Additionally, Hugo Boss reached as many affluent consumers as possible by streaming its fall/winter 2012 runway show through Internet and mobile devices and roped watchers in with the chance to earn a shopping voucher.

The brand hyped the show via Facebook and Twitter and expanded the reach to potential buyers by partnering with blogger Bryan Boy. All of Bryan Boy and Hugo Boss' tweets were available in real-time on the Hugo Boss blog ([see story](#)).

The latest efforts surrounding Hugo Boss' fall 2013 show likely drew more eyes to the brand.

"I think the strategy was to really celebrate the 20th anniversary with its customers in a new way and make it a true multichannel experience," Ms. Mills said.

"[Hugo Boss] not only brought this experience to customers via multiple channels, but through multiple perspectives," she said. "I think it was a great strategy and execution."

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York