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Hugo Boss eyes from-the-runway sales via Shanghai fashion show campaign

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By TRICIA CARR

German label Hugo Boss is generating buzz for the May 30 live stream of its Shanghai, China-based Boss label runway show with a new video campaign that runs across digital, mobile and social media.

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Last week, the brand released the first phase of the “Shanghai Affairs” campaign so that consumers could watch the premiere episode of a video series and sign-up for email updates on the runway show. The video introduces a story as well as two limited-edition pieces that will appear on the runway and, for the first time, be available for purchase online during the show.

“The brand’s strategy was likely to create excitement and exclusivity of the Boss fashion show and build an emotional connection with its audience through the online video campaign,” said Natalie Ney, Chicago-based account supervisor at [iProspect](#).

“The film helps to tell the brand story in a few short minutes and generate a sense of desirability for its upcoming Shanghai show,” she said.

“In addition, Hugo Boss is promoting the campaign through a variety of channels, which will help bring the story to life in an accessible way to its target audience.”

Ms. Ney is not affiliated with Hugo Boss, but agreed to comment as an industry expert.

Hugo Boss was not available for comment before press deadline.

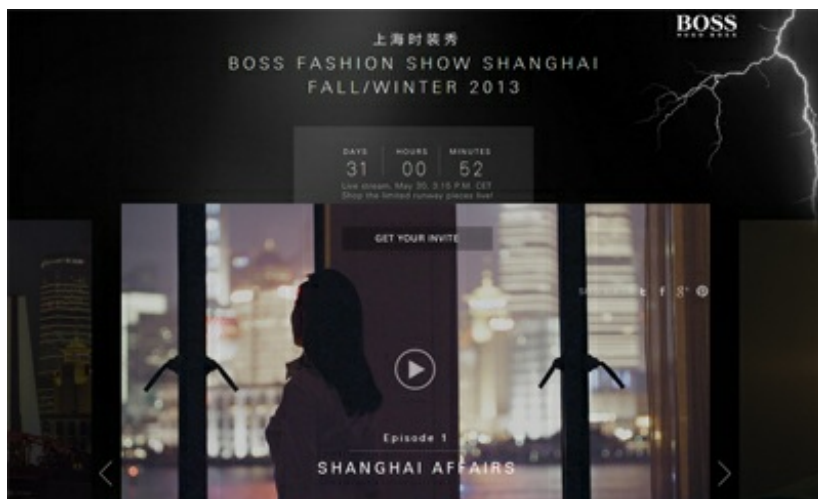
Shanghai bound

Hugo Boss is using a storytelling angle and straight-from-the-runway purchase opportunity to push its combined men's and women's fall/winter 2013 runway show at 9:15 a.m.

Eastern Time from The Power Station of Art, Shanghai, China's first public museum of contemporary art.

The brand is inviting 1,000 guests – Asian and international VIPs, members of the press and buyers included – to attend the live show.

But consumers from around the world will be able to experience the event via the “Shanghai Affairs” campaign that is available on Hugo Boss’ **international** and **Chinese** fashion show microsites plus its social media channels including China’s Sina Weibo and Youku.



Fashion show Web site

Last week, Hugo Boss premiered the first installment of the video series that was shot in Shanghai and made exclusively for the fall/winter 2013 runway presentation. It was directed by photographer Noam Griegst and with a soundtrack from Danish music producer Anders Trentemøller.

The first two episodes star Taiwanese actress Lin Chiling and male model Jon Kortajarena. They are the main characters in a mysterious love story that will be incorporated into the live event.

Embedded Video: <http://www.youtube.com/embed/LWbxH09ZZSw>

Shanghai Affairs, Episode No. 1

Also in the video, consumers can see glimpses of the two Boss pieces that will be available to purchase from the runway in limited quantities of 100.

Hugo Boss teased the campaign prior to its launch with a trailer and video stills that the label posted across its social media channels.

Embedded Video: <http://www.youtube.com/embed/x3wMxndLwrrw>

Shanghai Affairs trailer

"Hugo Boss is connecting with both new and current consumers across a variety of social media channels," Ms. Ney said. "They are not only focused on Facebook and Twitter, but have expanded to Google+ and Chinese platforms including Weibo and Youku.

"This will allow the brand to stay connected and engaged with its audience and encourage them to converse with the brand throughout the flight of the campaign," she said.

Previously in Peking

This time last year, Hugo Boss launched its largest digital campaign to date for its Black collection runway show in Beijing.

The campaign called New Dimension Beijing included augmented reality, print, Web, mobile and out-of-home components. It revolved around a runway show live stream in 3D.

Consumers were given access to content wherever they were through multiple touch points in different media.

Hugo Boss offered limited-edition 3D glasses and a chance to win a trip to the fashion show to consumers who signed-up for its email reminders ([see story](#)).

Last year's campaign was highly successful, per Hugo Boss. The label is continuing to focus on Asia as it is a significant market for the brand.

The new Shanghai-based runway show and corresponding digital campaign will help Hugo Boss further expand its customer base and worldwide digital community, per Ms. Ney.

"The brand will strengthen relationships with its core customers and likely acquire new consumers who find the film and fashion show favorable," Ms. Ney said.

"Due to the large-scale social media efforts, they will likely gain new fans and followers," she said. "They may also learn how their consumers respond and engage to online video programs and which platforms they are most responsive to."

Final Take

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