



Press Release

HUGO announces partnership with Liam Payne

The British musician will front a series of campaigns for HUGO starting this summer

Metzingen, May 02, 2019. HUGO has announced Liam Payne as its global brand ambassador, a partnership that will see him become the face of an exclusive new capsule and the brand's bodywear. This summer will see the talent star in his first campaign for the brand, lensed by iconic fashion photographers Mert & Marcus.

"I knew if I wanted to do something in fashion it should be with HUGO," says the singer-songwriter. "They design clothes that guys like me want to wear. Fashion started out as a hobby for me, but I'm loving being part of the creative process."

The German brand has also collaborated with Liam on an exclusive 'HUGO x Liam Payne capsule', inspired by the singer's personal style. The capsule is due to be revealed for the first time during July's Berlin Fashion Week, with a concert and presentation. The pieces will be available to buy immediately after the event.

"Liam is not only a very talented musician, he's also got great style", says Peter Deirowski, Brand and Creative Director for HUGO. "This type of creative partnership is something we've never done before and we can't wait to show everyone what we've been working on behind the scenes."

Later this year, Liam will appear as the new face of HUGO Bodywear in a campaign conceived to embody the confidence that the singer represents. This is the first partnership of its kind for HUGO, a brand whose DNA is closely linked to popular culture – especially music.



Further information on the company can be found at group.hugoboss.com. For the latest news on our collections, visit hugoboss.com.

If you have any questions, please contact:

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