

APPAREL AND ACCESSORIES

Hugo Boss opens in-house TV production studio

May 23, 2023



The fashion label will use the space to make advertisements and other video content in-house; the content should appeal to the Gen-Z demographic. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

German fashion house Hugo Boss is championing a move to further connect with its customers and fans.

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This month, the brand opened its first in-house TV studio, called "On Air," at its headquarters in Metzingen, Germany. The label will use the space to create advertisements and other video content in-house, further targeting its 17,000 employees, and consumer audiences by way of the strategic build out.

"We want to set new standards in everything we do, and this also includes the way in which we communicate and connect with each other worldwide," said Daniel Grieder, CEO of **Hugo Boss** AG, in a statement.

Trailblazing TV

Aiming to level up communications with the first-time in-house studio, a ribbon-cutting ceremony on May 11, 2023, celebrated a trailblazing installation that, while attracting younger customers, could also attract younger talent to the company.

Lights, camera, action!

We are all set to take our communications to the next level with our TV Studio "ON AIR," now officially open at our global headquarters in Metzingen. [#insideHUGOBOSS](#)
pic.twitter.com/fDPsciAdDN

HUGO BOSS Corporate (@HUGOBOSS) **May 15, 2023**

In addition to original digital offerings, Hugo Boss' TV studio will also be used to livestream, boosting, for instance, any hybrid events the corporation wishes to host.

The studio's opening ceremony was attended by Mr. Grieder, as well as employees across a number of

departments, lending a sense of excitement toward the collaborative content tool. While still remaining quite tight-lipped on the production hub, the fashion label will announce more details on the studio, and the projects slated for production within its walls, soon.

The new facility aims to push the company's broadcasts to the next level

Another corporate update involves activism, as Hugo Boss signed on to the Pakistan Accord last month, promoting workplace safety for garment workers in the country ([see story](#)).

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