

Go Your Own Way: the re-launch of HUGO MAN



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The re-launch of HUGO MAN draws on the core brand values of individuality and self-expression. Directed by Colin Tilley, the campaign video includes a series of snapshots that represent a powerful call to action: live in the moment and define your own rules. Showing Liam on stage, as well as

exploring HUGO's spiritual home, Berlin, the video captures a spirit of possibility and adventure.

The German capital is also the backdrop of a striking key visual shot by Alasdair McLellan, featuring Liam on a rooftop above the city with the TV tower in the background. At its heart, Berlin embodies the free-spirited attitude of HUGO, a brand created for every individual with the courage to stand out from the crowd and dare to be different.



Starring in the campaign video, HUGO global brand ambassador and musician, Liam Payne, brings to life the core values of the brand individuality and self-expression

The instantly recognizable transparent glass flacon of HUGO MAN, with its flask design, is newly re-designed for the re-launch with an oversized HUGO logo. For a more sustainable approach, it's presented in a matte box crafted from 98% carton containing recycled paper, with no cello wrapping.

The original scent, an aromatic-fruity composition created in 1995, captures a risk-taking, spontaneous and bold masculinity that is as agenda-setting now as the day it was launched.

Described as refreshing and invigorating, HUGO MAN is a scent that inspires confidence and demands action in equal measure with energizing top notes of crisp green apple, aromatic notes and fir balsam wood.

HUGO MAN is available from January 2021 in the following sizes: 40-ml, 75-ml, 125-ml and 200-ml.