

BOSS MODELS

CAPE TOWN



don't settle for anything less than everything

TEXT: STEVE SALTER
PHOTOGRAPHY: SCOTT TRINDLE
STYLING: LUKAS JOHNSON

Hair: Tisa Owen at Drennon
Make-up: Sarah Parsons at Premier Hair and Make-up
Photography assistance: Mark Simpson, Richard Ploetz
Digital: Jennifer Hall-Pendleton
Styling assistance: Werner Lenz
Production: T2 Productions
Creative: Thomas Schepers
Models: Nicolaie and John at Next
Music and John wear all clothing: HUGO.
All jewelry: stylist's own.

As HUGO blew out twenty candles with a bang in Berlin, we swoon for the rebel with a cause. Turning twenty this year, HUGO began 2013 as a celebration yet considered food for a presentation and after party in the heart of Berlin. Previously a location where partners, manufacturers, carpenters and sculptors continued to create - vest sets for the summer open house, Berlin's former Communistes provided yet another sparkling backdrop for the parade of HUGO's "Refactor" for autumn/winter 13.

Before the vast industrial space was swarmed with 600 birthday well-wishers and Alexander Herlitz's former dwellers coming together to dance late into the night, a quiet hush descended and hung over the industrial setting as the HUGO design duo of Egon Aron and Bert De Sackter took a moment of the one student, international audience was left transfixed by the swirling image of HUGO's past, present and future.

On reaching such a landmark as the big 2-0, De Sackter and Aron would have been forgiven for the party presented a greatest hit of HUGO menswear and women'swear from seasons past. However, rather than release another nostalgic "look of confidence, the selected became treated us to a first experience of great formal wear that looked as if it had been of unique surfaces, a mastery of innovative details and a base of the freshest silhouettes. "I don't only look at the history of HUGO, I was particularly interested in the history of menswear in general and being able to make a piece of it," Bert de Sackter excitedly exclaimed backstage. "The love story of Martin Brando from the 60s is widely known and admired, here we updated his iconic style with the combination of work with leather applications and silver to deliver to offer a new, contemporary feel." This same playful of masculinity was subtly echoed in its own soft tones in the eveningwear. "I wanted the collection to not be overly casual, though it's a collection of innovation and freshness," added Aron backstage before being washed away by a tide wave of congratulations.

Both the historical and contemporary collections revolved in quality. Each devoted to the past and future, the past and reality, tradition and innovation, their fancy business and confident place hunting and lines of distinction. Ultimately, despite the past and look back, the line of HUGO is being focused on the future, excited by the possibilities of what follows which is an ideal attitude for a twenty-year-old to see. "At twenty, I was terribly difficult, a rebel," Aron admitted in the midst of the pastime presented as one of Aron's creative inspirations and transforming models. "Sophisticated rebel," is how De Sackter succinctly defined HUGO at twenty. Whereas most twenty-year-olds are in the process of finding themselves, there is a purpose and desire to HUGO who know exactly who they are and where it wants to go. There's a lot of exciting future with the sophisticated rebel. *Hugoboss.com*

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HAUTE
2 800 EURO

HOSE
800 EURO

TRUNK
250 EURO

SCHAL
525 EURO

BRÜCKEN
525 EURO

STRUMPF
FALKE, 30 EURO

BOTTEGA VENETA

SAKKE
1 000 EURO

TRUMP
800 EURO

MÜTZE
250 EURO

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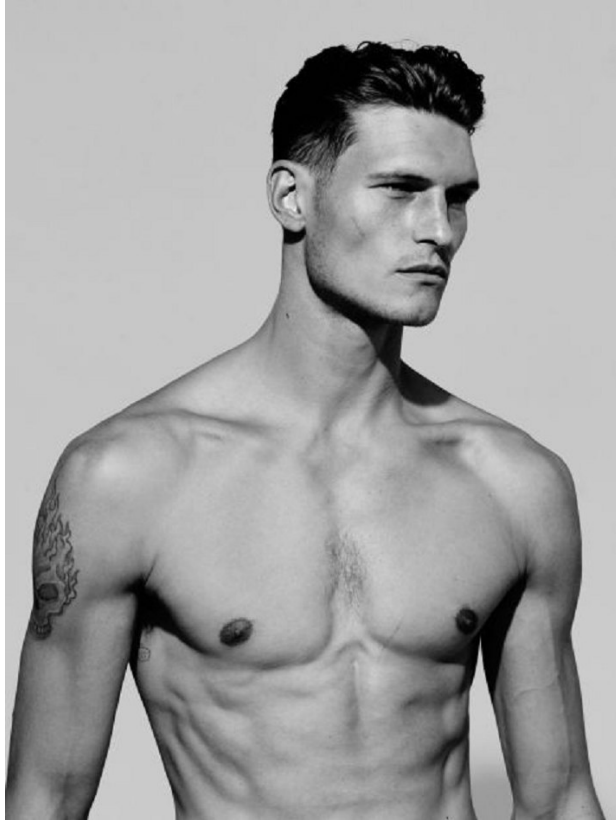
GO GERMAN

JOHN TODD

Height: 195cm Chest: 99cm Waist: 79cm Suit: 40 L Shoe: 10.5 UK Hair: Brown Eyes: Blue

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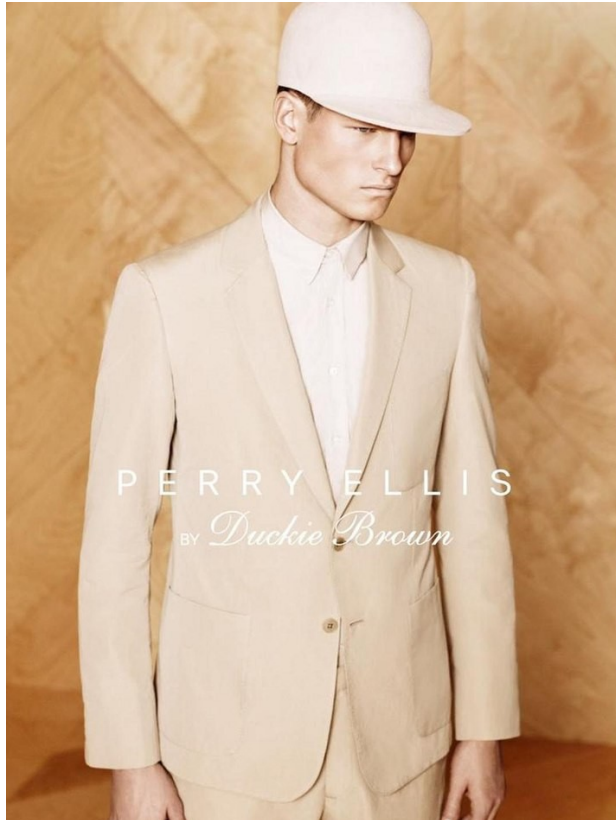


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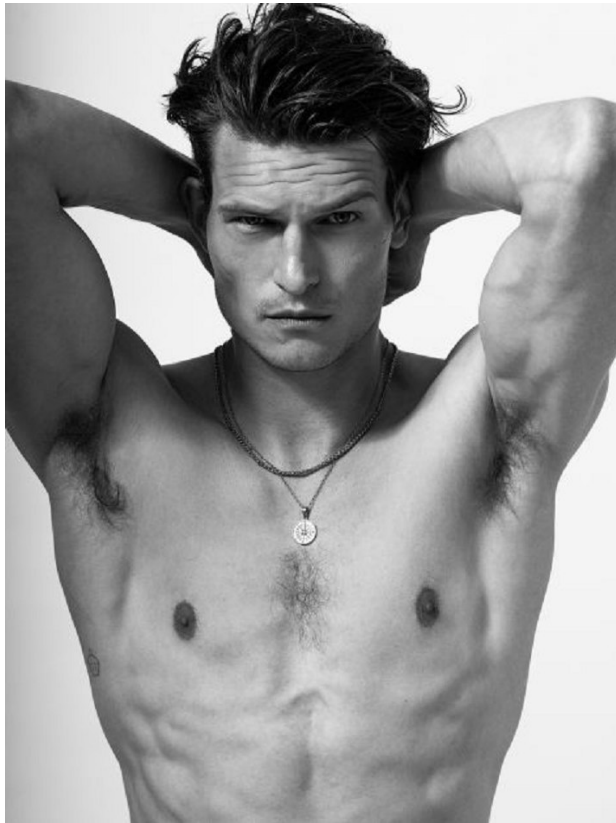


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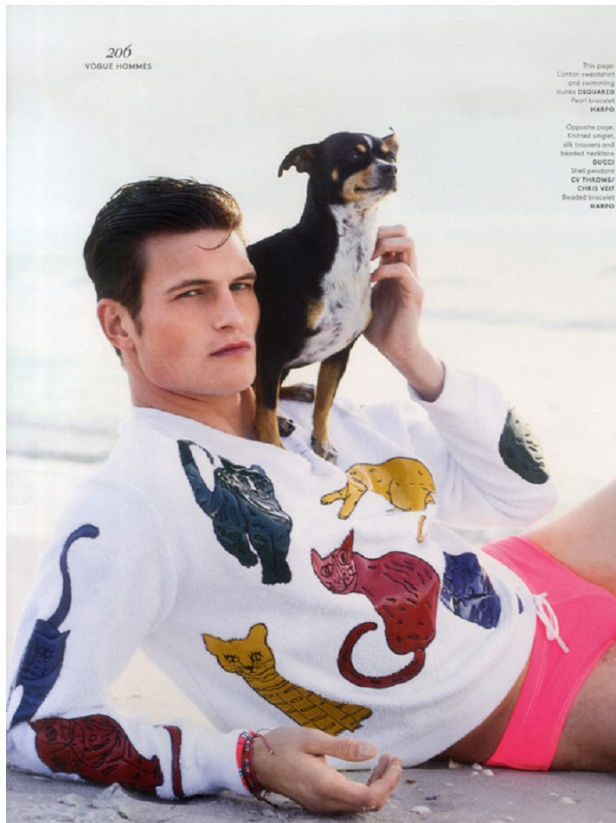
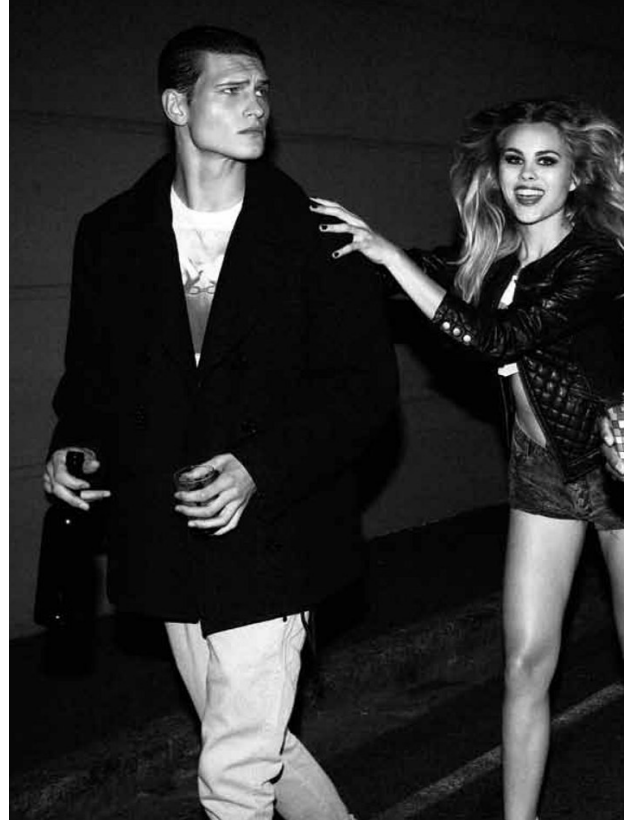
Sunglasses,
€195, Tom Ford
at stylebop.com

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