

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, misadventures, capers and auditors continued to create - well sets for the capital's open houses, Berlin's former Communist past provided yet another sparkling backdrop for the parade of HUGO's "Reflection" for autumn/winter 13.

Before the vast industrial space was swarmed with 600 birthday well-wishers and Mercedes-Benz's latest sleek models coming together to dance late into the night, a quiet buzz descended and hung over the industrial setting as the HUGO design duo of Eyal Ahar and Ben De Bakker took a moment to sit one student, international audience was left transfixed by the swing image of HUGO's past, present and future.

On reaching such a landmark as the big 2-0, De Bakker and Ahar would have been forgiven for the party presented a greatest hit of HUGO menswear and women's wear from seasons past. However, rather than release another nostalgic "best of" collection, the talented business treated us to a first experience of great seasonal series that looked in on a harmony 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 how it has evolved over time," Ben de Bakker 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 contemporary of wear with leather applications and silver to deliver to offer a new, contemporary feel." This same playful of modernity was subtly echoed in its own soft tones in the eveningwear. "I wanted the collection to not be overly ostentatious, though a sense of innovation and freshness," added Ahar backstage before being washed away by a tide wave of congratulations.

Both the menswear and womenswear collections revolved in quality. Each devoted to classic and future, elegance and novelty, tradition and innovation, their fancy business and confident place hunting and lines of precision. Uniquely, draped the model and back look, the line of HUGO is heavily 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," Ahar admitted in the midst of the backstage conversation as he of Ahar's creative interventions and transforming models. "Sophisticated rebel," is how De Bakker succinctly described 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*

BURBERRY PRORSUM

HAUTE LUXE
2 800 EURO
HUNT
800 EURO
TAN STOUT
250 EURO
SCHAL
525 EURO
BRÜCKEN
525 EURO

STRIMPF
FALKE, 30 EURO

BOTTEGA VENETA

SAKKO
1 000 EURO
POMP
800 EURO
MÜTZE
250 EURO

September 2013 - 04. SEITE 171

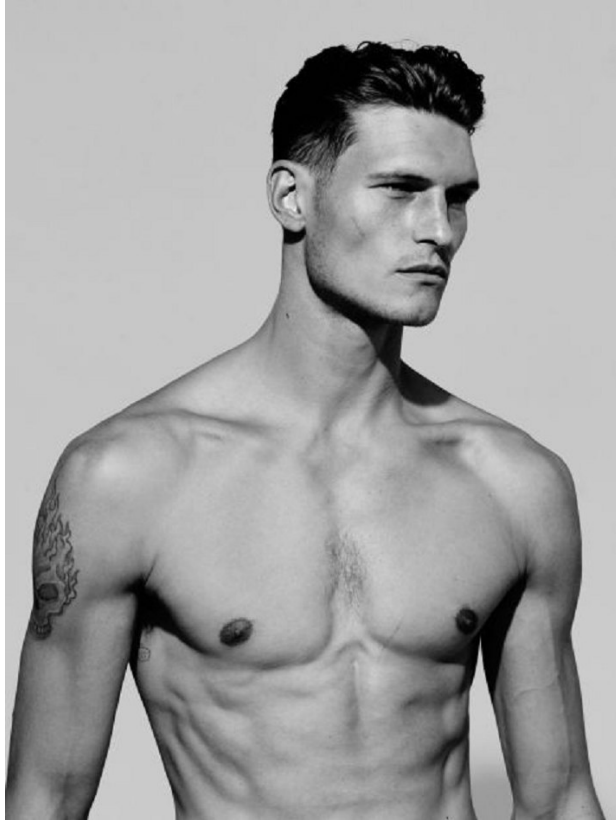
GO GERMAN

JOHN TODD

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

BOSS MODELS

CAPE TOWN



JOHN TODD

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

BOSS MODELS

CAPE TOWN

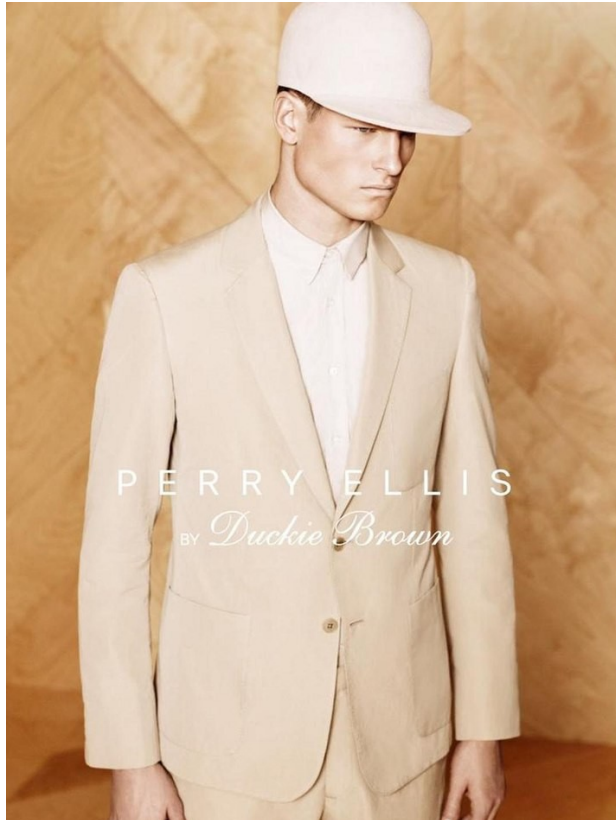


JOHN TODD

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

BOSS MODELS

CAPE TOWN

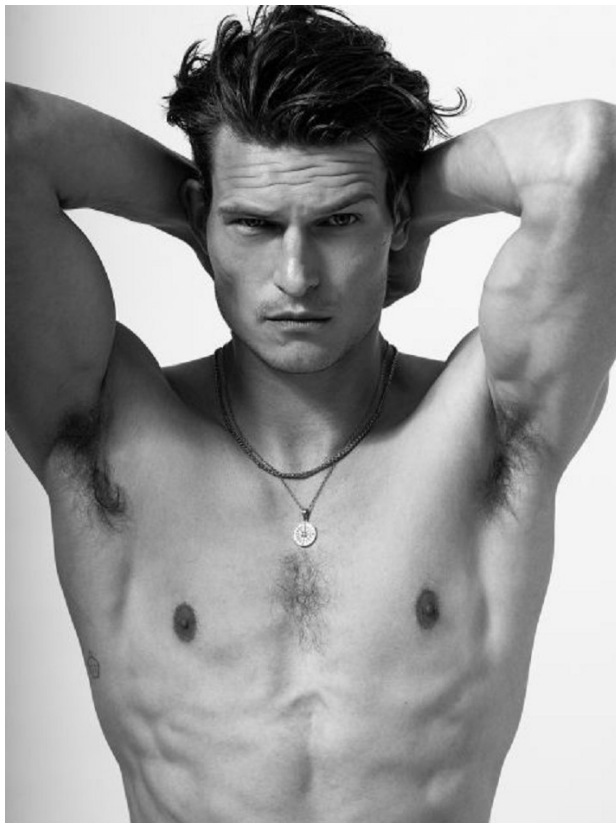


JOHN TODD

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

BOSS MODELS

CAPE TOWN

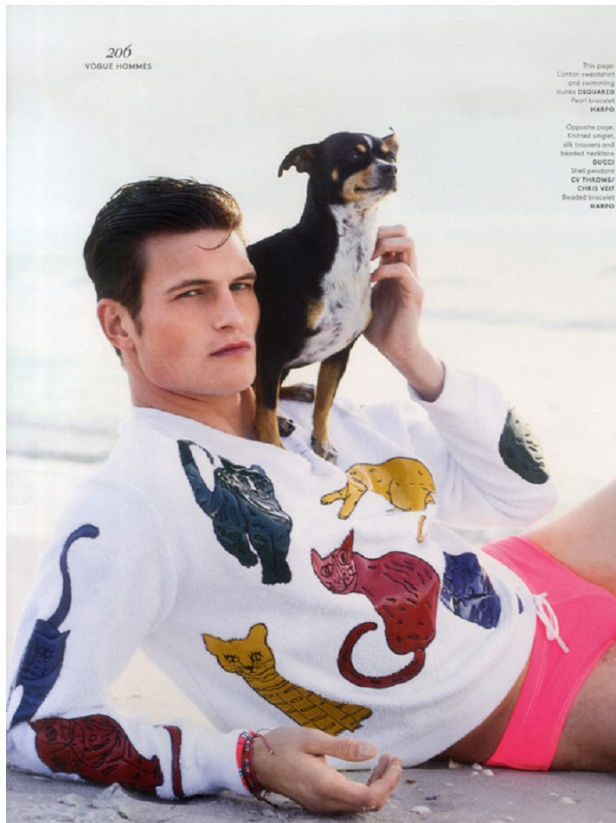
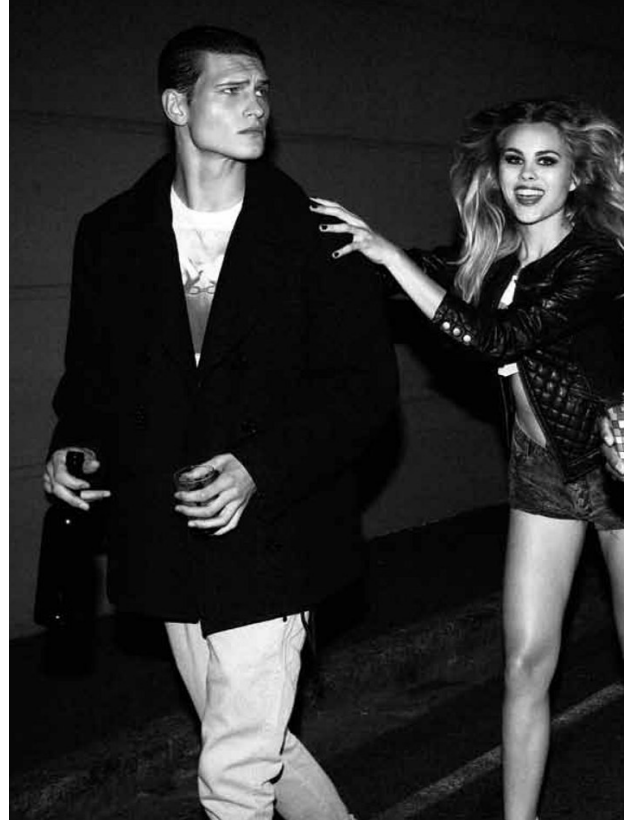


JOHN TODD

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

BOSS MODELS

CAPE TOWN



JOHN TODD

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

BOSS MODELS

CAPE TOWN



JOHN TODD

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