

DIGITAL CAMPAIGN STAGES BOSS FASHION SHOW IN SHANGHAI

State-of-the-art concept for international fashion market

Munich, 29 May 2013 – Ad sales specialist BCN (Burda Community Network) stages the BOSS Fashion Show in Shanghai with its most significant international “online only” campaign so far. The entire campaign for the HUGO BOSS fashion group had been conceived in Germany in cooperation with the Burda Creative Group (BCG) - responsible for conception and creation – and ELLE as international partner.

The digital concept, integrating online, mobile and live performance elements in the style of a countdown, had the purpose to ignite the curiosity of fashion fans for the big show on 30 May. For this purpose microsites in the ELLE look and feel had been created, adapted and translated in 4 languages for Germany, UK, the US as well as China and Hong Kong. The sites are optimized for mobile applications, in order to address the fashionistas target group on every possible channel.

The feature “Places to be” presents the trendiest hot spots of Shanghai, encouraging users to visit the city. A further element is a short film divided into two sequels culminating in the Fashion Show itself. Highlight on 30 May: the show is being streamed live on all sites – and the exclusive pieces can be bought online – directly from the runway. The live reporting emphasizes the topicality of the event: ELLE CHINA TV streams a “making of” film on the microsites and on the HUGO BOSS website providing red carpet interviews and glimpses “behind-the-scenes”.

Seven weeks were planned for the pioneer project for HUGO BOSS which began on 22 April. The media agency Havas Media supported the project on behalf of HUGO BOSS. Silke Grundler, Head of Client Services Fashion & Luxury BCN says: “The international markets gain more and more relevance for our advertising customers in the fashion industry. We are happy to be able to prove that together with BCG and ELLE, we are a premier partner for international campaigns as well.”

Please find the implementation of the German ELLE microsite here:
<http://boss-shanghai.elle.de>

BCN

■ Burda Community Network

Burda Community Network GmbH
Arabellastraße 23
81925 München
T +49.(0)89.92 50.0
F +49.(0)89.92 50.2769
info@burda.com
www.burda-community-network.com

Geschäftsführer:
Andreas Schilling
Handelsregister:
Amtsgericht Freiburg i. Br.
HRB 471582

a hubert burda media company

Contact:

Christiane Blana
Senior PR-Manager
Corporate Communications
Hubert Burda Media
Arabellastraße 23
D-81925 München
Fon: +49 (0) 89/92 50-2954
E-Mail: christiane.blana@burda.com

BCN

■ Burda Community Network