

# BOSS MODELS

CAPE TOWN



**don't settle for anything less than everything**

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

Her: Tina Owen at Bremen  
 Make-up: Sarah Petersen at Premier Hair and Make-up  
 Photography assistance: Mark Simpson, Richard Pflück  
 Digital: Vanessa Lind, Frederike  
 Styling assistance: Werner Lenz  
 Production: T&T Productions  
 Creative: Thomas Alagon  
 Model: John at M&S, John at West  
 Music and John wear all clothing HUGO.  
 All jewelry: stylist's own.

**As HUGO blew out twenty candles with a bang in Berlin, we swam for the rebel with a cause.**

Turned twenty this year, HUGO began 2013 in a celebratory yet grounded mood with a presentation and after party in the heart of Berlin. Previously a location where pattern, metalworkers, carpenters and sculptors combined to create vest sets for the outdoor sports brand, Berlin's former Communists' quarter 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 luxury models coming together to dance late into the night, a quiet hush descended and hung over the industrial setting as the HUGO design duo of Eyob Alier and Dirk De Sackter laid out a reminder of the four studios, international studios now left renowned by the swing image of HUGO's past, present and future.

On reaching such a landmark as the 20, De Sackter and Alier would have been forgiven for proudly presenting a greatest hit of HUGO menswear and women'swear from seasons past. However, rather than release another nostalgic "best of" collection, the selected tailors treated us to a four-season-old archival series that looked on in harmony of unique fabrics, a mastery of innovative details and a base of the timeless silhouette. "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," Dirk de Sackter excitedly explained backstage. "The liver style of Marlon Brando from the 60s is widely known and copied, here we updated his basic style with the combination of wool with leather applications and silver to deliver to what a new, contemporary feel." The same playful of irreverence with softly echoed in its own soft tones in the women's line. "I wanted the collection to feel delicately modern through a combination of innovation and tradition," added Alier backstage before being washed away by a rain wave of congratulations.

Both the menswear and womenswear collections revolved in quality. Each detail between past and future, heritage and novelty, tradition and innovation, their fancy fabrics and sufficient grace hunting any lines of distinction. Ultimately, despite the clear trend back into the glory of HUGO, it felt like looking on the future, excited by the possibilities of what follows which is an ideal attitude for a twenty-year-old to see.

"As designers, I feel fairly difficult, a risk," Alier admitted in the middle of the backstage conversation that of after centuries of intensive and transforming models. "Superficially, it's how De Sackter succinctly described HUGO at twenty. Whereas most twenty-year-olds are in the process of finding themselves, there is a challenge can be to find HUGO who knows exactly who it is and where it wants to go. There's to an exciting future with the sophisticated rebel." **Rebecca Ross**

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**BURBERRY PRORSUM**  
**MANTEL** 2.800 EURO  
**HUGO** 800 EURO  
**TANKTOP** 220 EURO  
**SCHAL** 525 EURO  
**BRÜCKEN** 525 EURO

**ROTTGA VENETA**  
**SAKKO** 1.000 EURO  
**TRUMP** 880 EURO  
**METZE** 300 EURO

**STAMPEN**  
**FALKE** 30 EURO

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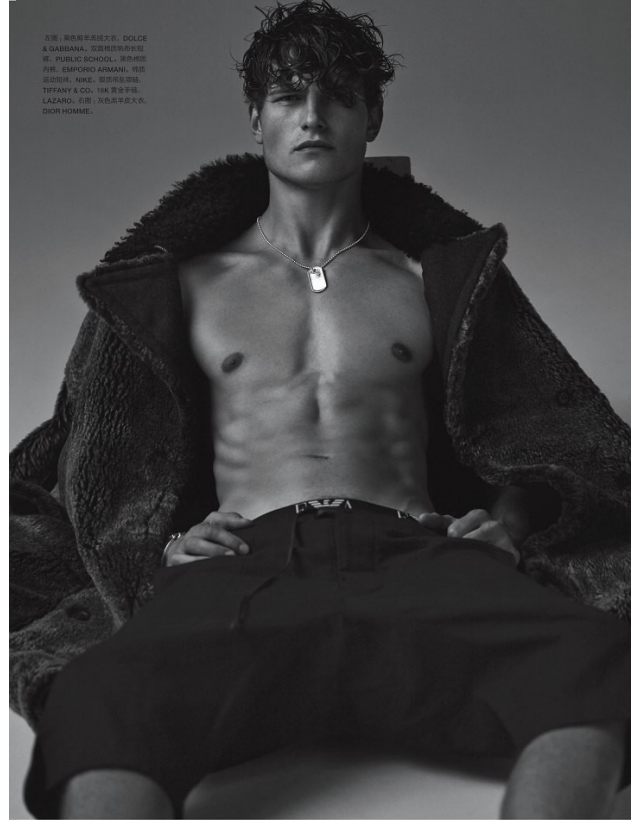
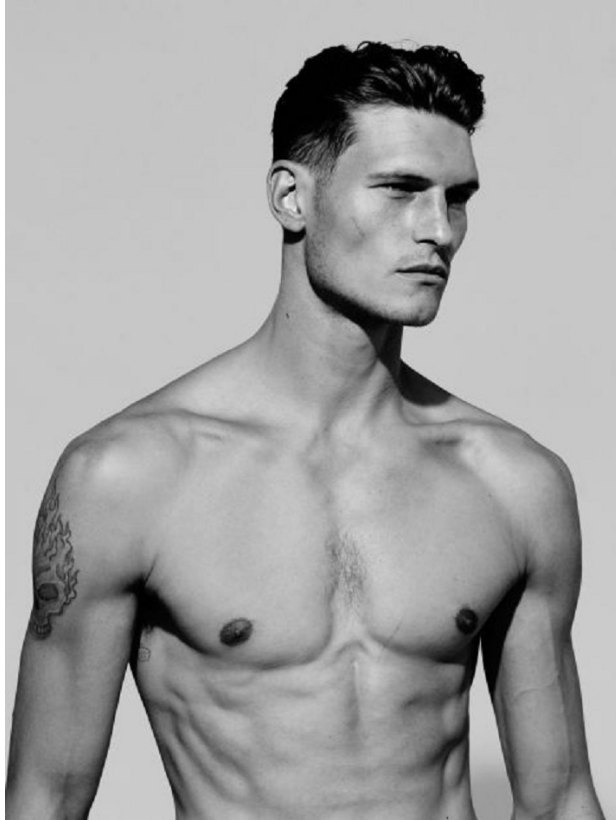
GG GERMAN

## JOHN TODD

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

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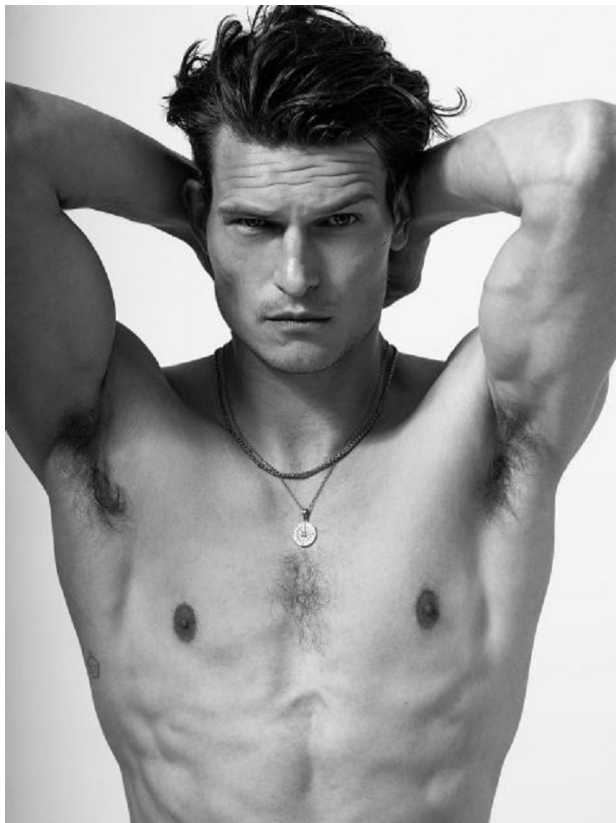


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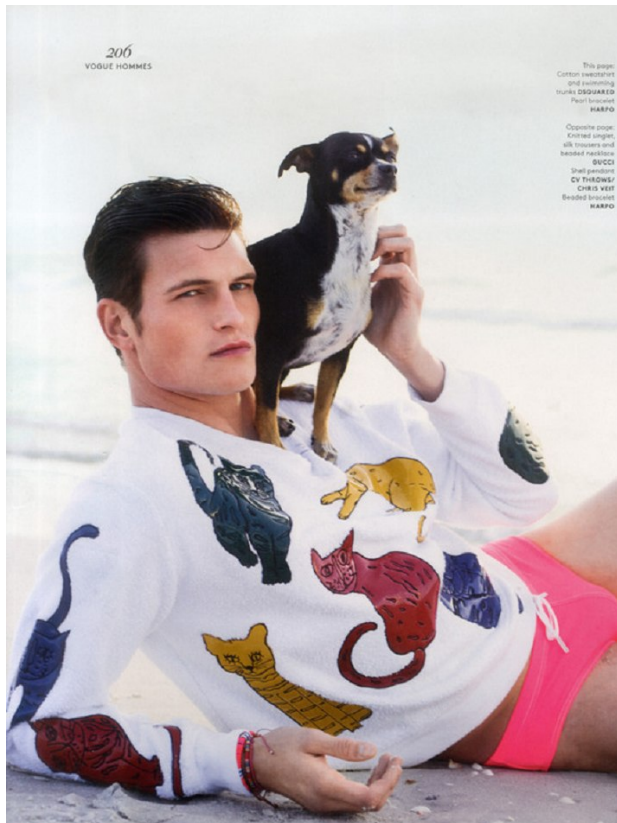
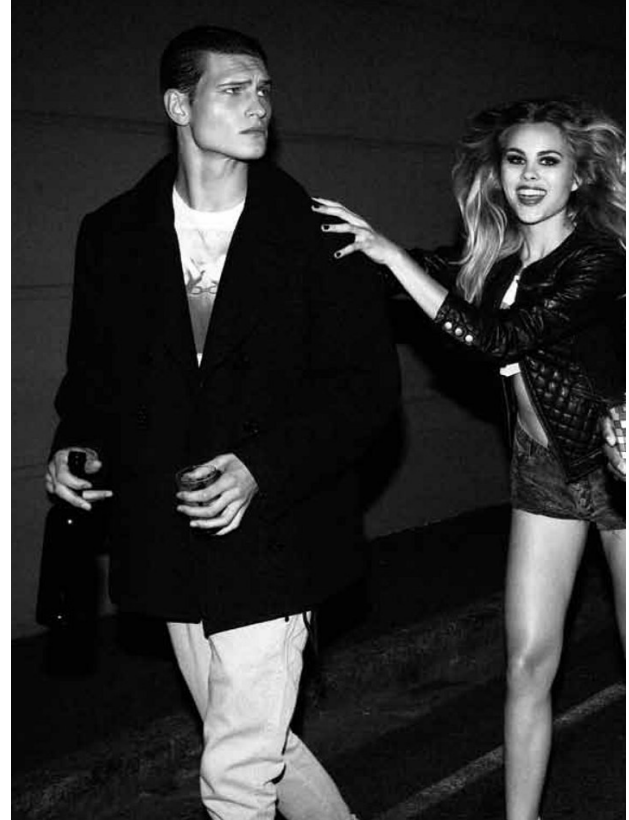
Sunglasses,  
€195, Tom Ford  
at stylebop.com

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"At twenty, I was terribly difficult, a rebel."  
Eyan Allen, Creative Director, HUGO

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