

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 Pflüch
 Digital: Alexander Wolf, 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: a 20th 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 party of HUGO's "Reflection" for autumn/winter 13.

Before the vast industrial space was swarmed with 600 birthday-well-wishers and Alexander Herlitz's former modelers coming together to dance late into the night, a quiet flash 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 trousseau treated us to a first, a pair of great central items that looked on in harmony of unique surfaces, 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 out of it," Dirk de Sackter excitedly explained backstage. "The liver style of Martin Brando from the 60s is widely known and copied, here we updated his basic idea with the combination of wool with leather applications and silver to deliver to you a new, contemporary feel." The same playful of masculinity with softly schooled 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 women'swear 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 was fairly difficult, a rebel," Alier admitted in the middle of the backstage conversation that of all the models, there is a challenge can take to HUGO and to create something who is it and where it seems to go. There's to an exciting future with the sophisticated rebel. **Repeatables.com**

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BURBERRY PRORSUM
 MANTEL 2.800 EURO
 HUGO 800 EURO
 TANKTOP 220 EURO
 SCHAL 525 EURO
 BROUWER 525 EURO

ROTTGA VENETA
 SAKKI 1.000 EURO
 TROMP 880 EURO
 MÜTZE 350 EURO

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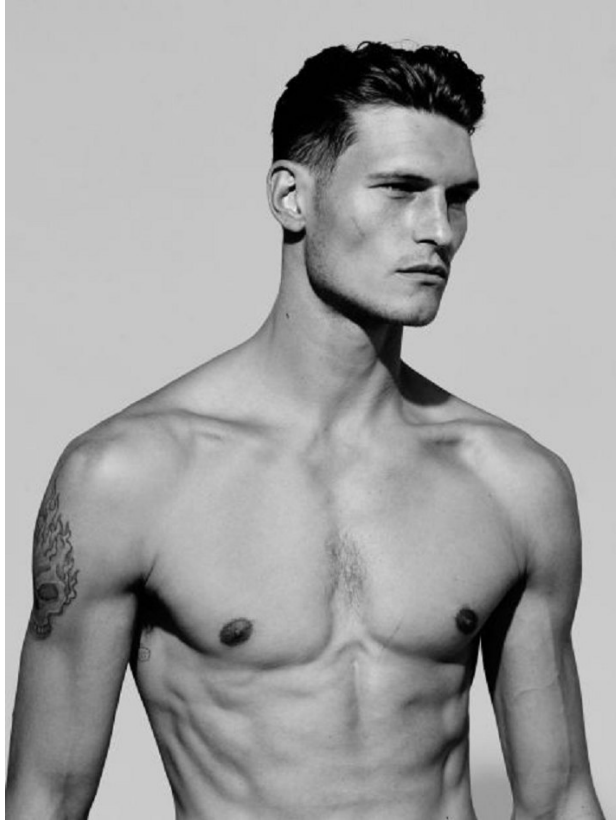
GG GERMAN

JOHN TODD

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

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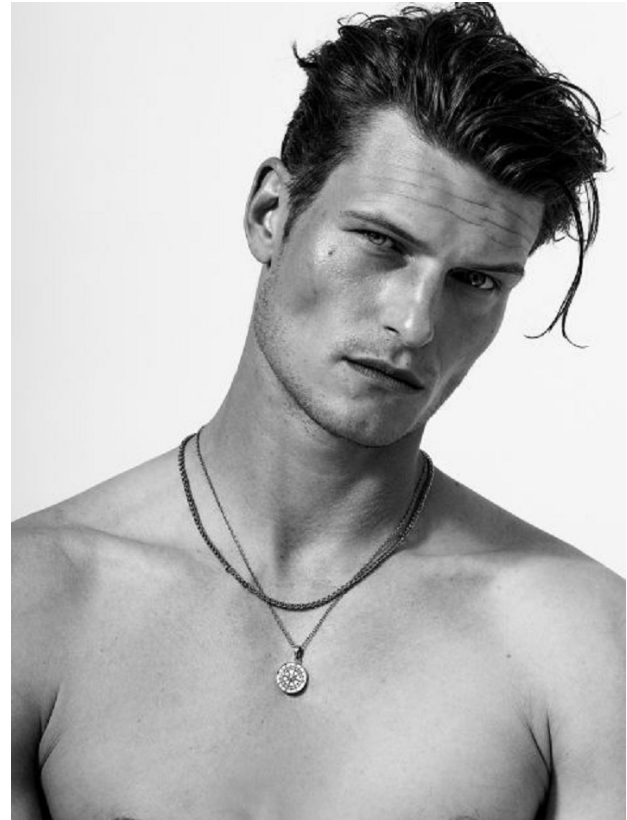
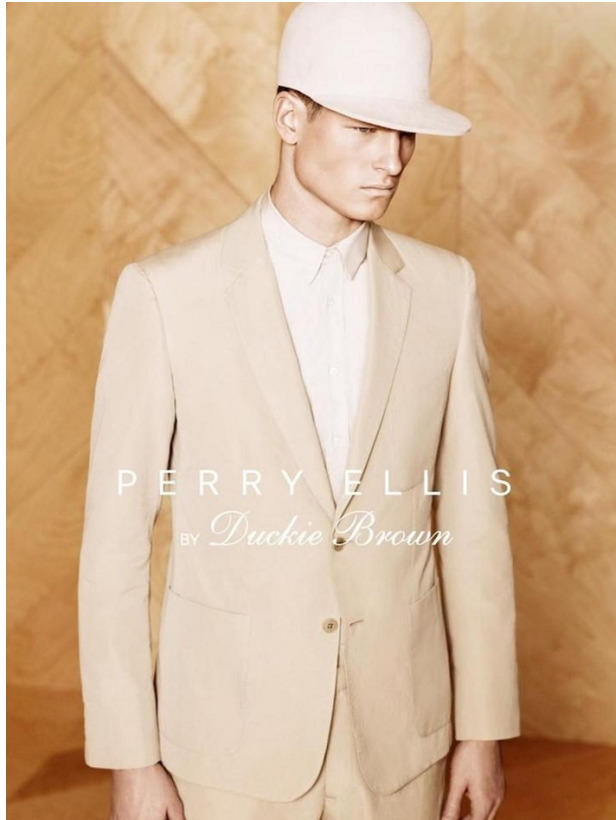


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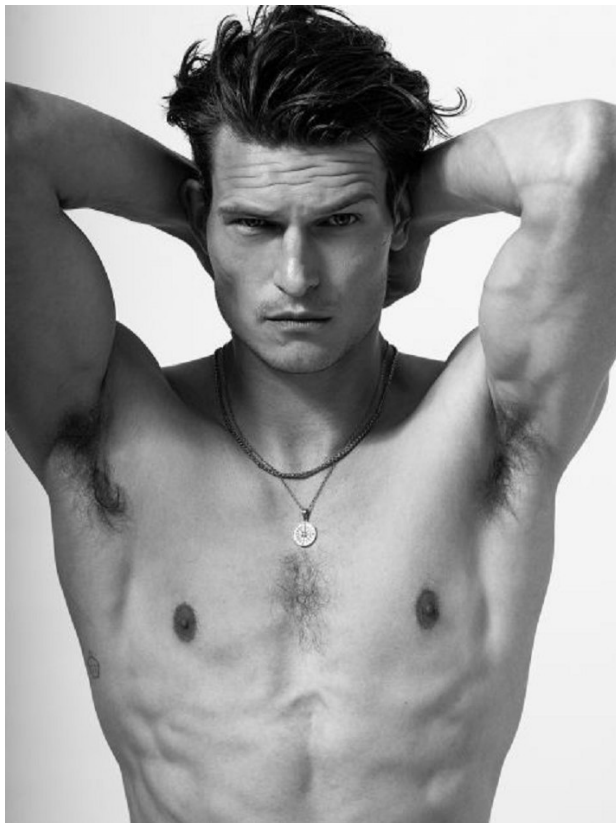


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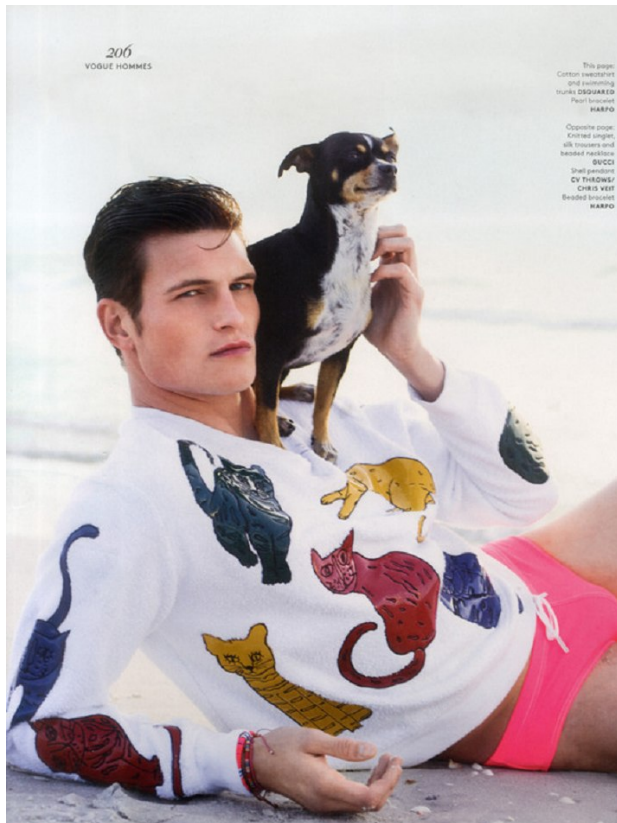
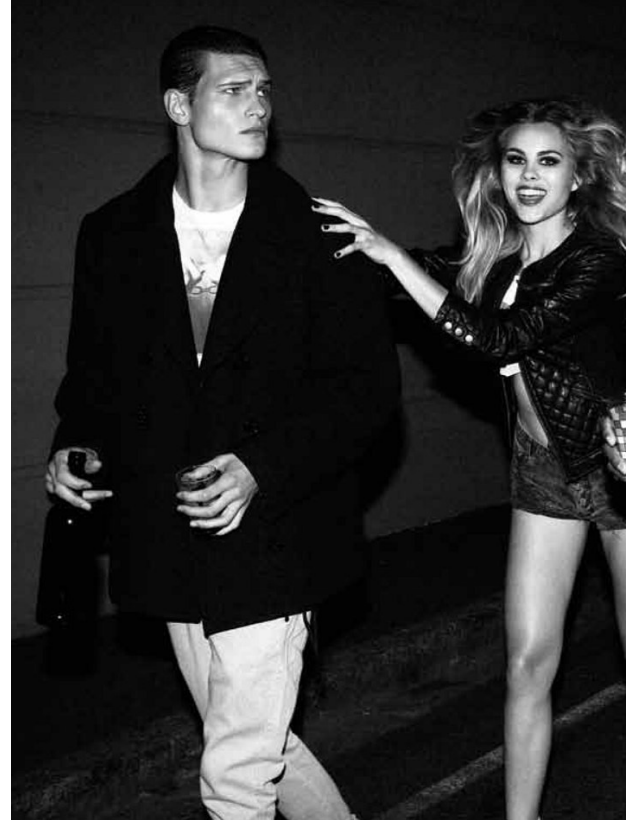


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