

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: Vanessa Lind-Petersen
 Styling assistance: Werner Lenz
 Production: T&T Productions
 Creative: Thomas Alagon
 Model: John at M&S, John at West
 Mink 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 anniversary and the 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 Communist culture 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, was 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 hits of HUGO menswear and women'swear from seasons past. However, rather than release another nostalgic "best of" collection, the rebelled duo instead treated us to a four-season-old collection 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 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 band collar with the combination of wool with leather applications and silver to deliver to give a new, contemporary feel." The same playful of irreverence with softly echoed in its own self tones in the women's line. "I wanted the collection to feel irreverently 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 and forth, the duo 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 have. "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. **Rebecca Ross**

44 | IS THE TIME IS NOW ISSUE

BURBERRY PRORSUM

- MANTEL 2.800 EURO
- HUGO 800 EURO
- TANKTOP 220 EURO
- SCHAL 525 EURO
- BRÜCKEN 525 EURO
- STROMPFER 30 EURO
- FALKE 30 EURO

ROTTGA VENETA

- SAKKI 1.000 EURO
- DEMP 880 EURO
- METZE 300 EURO

September 2013 - GG&R 171

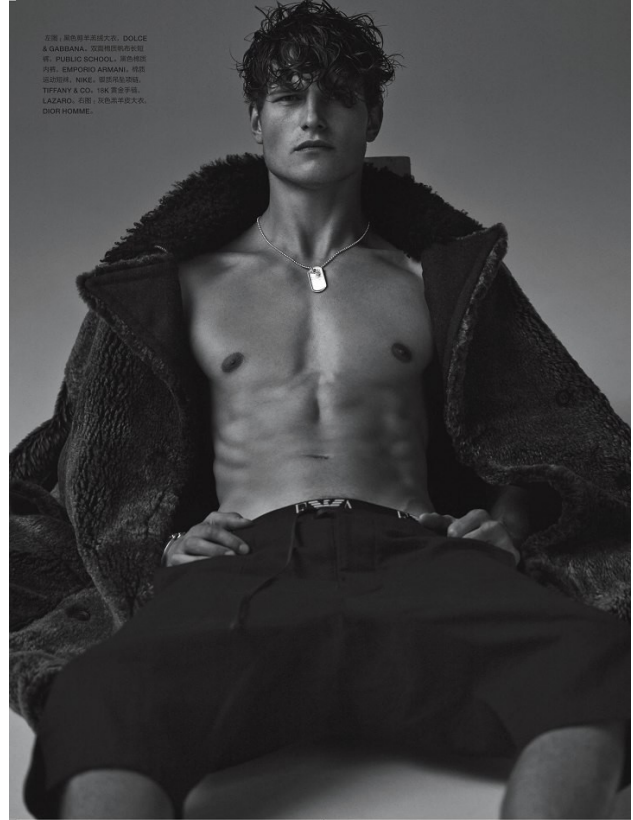
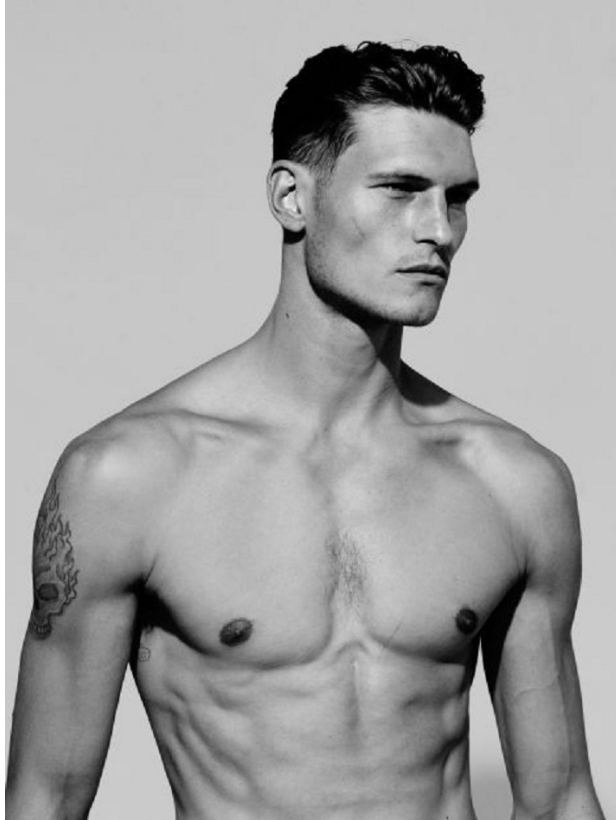
GG GERMAN

JOHN TODD

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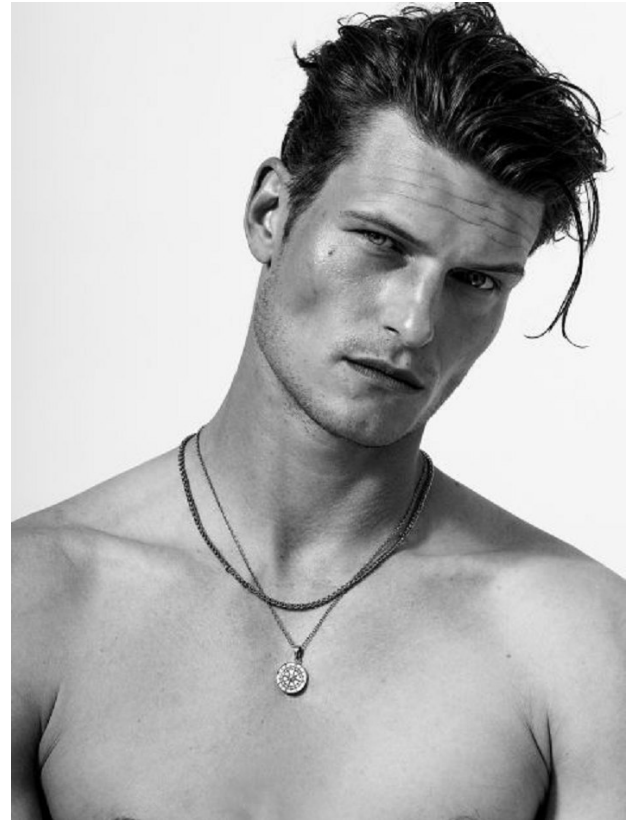


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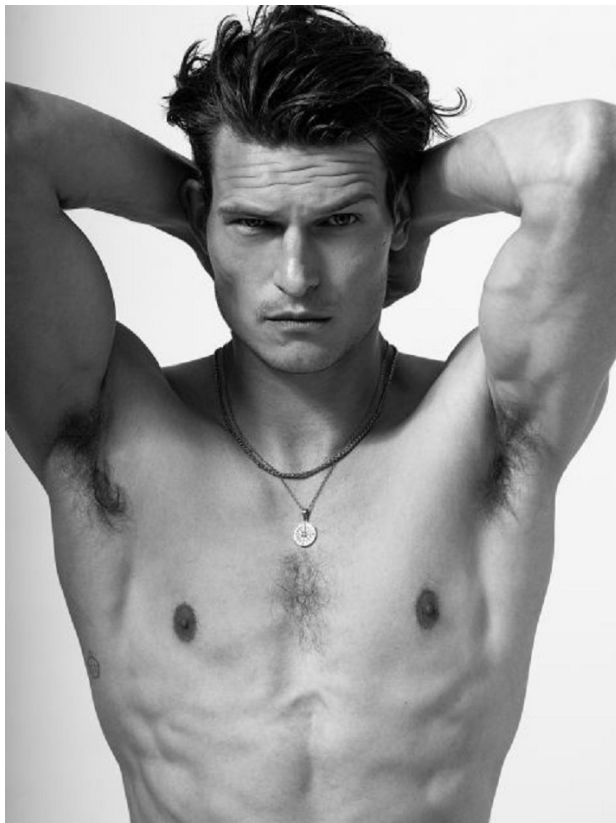


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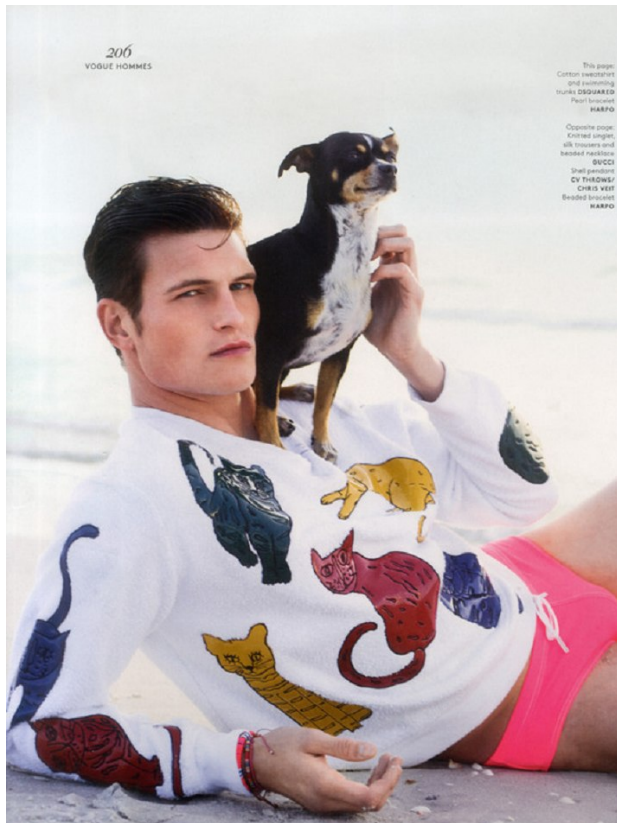
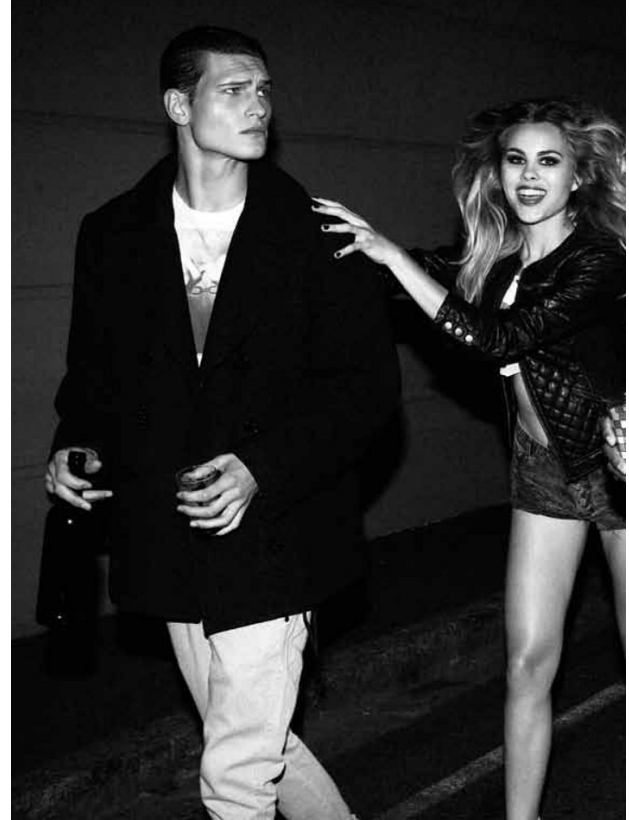


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