

# “#IAMHUGO...are you?” — Coty rings in 2021 by revamping Hugo Man fragrance line



**Hugo Man enters a new era: The Hugo Man fragrance bottle is relaunched with a sleek flask-inspired design, while the packaging is updated with recycled materials**

Coty has revamped its Hugo Man fragrance line for 2021. The relaunch includes a redesigned logo, fragrance bottle and a bold new campaign under the banner “#IAMHUGO...are you?”

The revamped Hugo Man fragrance was launched in Americas, Europe and Asia Pacific travel retail on 1 January. It is available in 40ml, 75ml, 125ml and 200ml formats.

The Hugo Man scent was originally launched in 1995 and has been described as a masculine, aromatic-fruity fragrance. It offers crisp green apple, fir and balsam wood olfactory notes.

This year, Hugo Man’s transparent glass flacon has been reimagined with a new flask-inspired design and oversized Hugo logo in red.

The scent has also been updated, bolstered by more sustainable packaging which features a carton made with 98% recycled materials. It also foregoes the use of a single-use plastic film.



**#IAMHUGO...are you? Former One Direction band member Liam Payne stars in Hugo Man's revamped media campaign**

The relaunched media campaign celebrates the free-spirited attitude of Hugo Man and stars former One Direction member and British musician Liam Payne. The campaign film was directed by British filmmaker Colin Tilley and stars Payne performing onstage in Berlin, which is the spiritual home of the Hugo Man brand.

The supporting print campaign was shot by acclaimed fashion photographer Alasdair McLellan and shows Payne on a Berlin rooftop with the city's famous TV tower in the background.