



Jason Wu on the tux Gwyneth wore: “The tuxedo suit that you see in the MA VIE Pour Femme campaign—impeccability and precision mixed with feminine details is what brings the softness. I think the key element in pulling off a look is beautiful tailoring which is in the Hugo Boss DNA, a great shape and a confident woman. And we’ve got all three points here.”

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GWYNETH FOR HUGO

Shantila Lee gets the exclusive dish from Gwyneth Paltrow, on fronting Hugo Boss’ third femme fragrance, Ma Vie, and that fab tux she wore for the campaign



Graced by a forever chic, poised Gwyneth Paltrow, inspired by Hugo Boss designer Jason Wu, with his vision of a modern femininity from the flacon design to the wardrobe, and powered by the new Hugo Boss Pour Femme scent, Ma Vie—the new campaign is stunning. “We were inspired by the astonishing contrast in the Bolivian desert of the immaculate white salt, the intense blue sky and the stylized green cactus island with its tender pink blossoms,” muses Will Andrews, from P&G Prestige’s Fragrance Creation Team. “This sensation inspired us to create an uncluttered, refined perfume around the cactus blossom, aiming to reinvent and modernize floral green notes with a delicate pink twist. The result celebrates strength, beauty and life.” The very traits embodied by Gwyneth: an ultra femme-yet-strong independence, a chic confidence that she so effortlessly exudes.

On taking poignant pauses and loving the scent “I am so happy to be part of the launch of the third female fragrance from Boss Parfums, Boss Ma Vie Pour Femme. I love the concept behind the

fragrance and that it represents a time to pause and take a moment. It’s those moments that are so simple and so pure, and that really connect you to your heart.”

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Flashes of Ma Vie “I think my Ma Vie Moments come spontaneously. I could be in the back of a car and just be struck by the wind, the beauty of something. It’s sort of the moments where life strikes you and then you make a moment out of that. I think I have moments everyday where I think how beautiful life is and how lucky we are to be alive.”

Gwyneth on the tuxedo designed by Jason Wu “I think that every woman should have a black blazer, or tuxedo jacket, because it’s so versatile and a really key staple piece in a wardrobe. If it’s well tailored, it’s so feminine while being a strong shape. I’m really happy that we’ve got a tuxedo for this campaign, I think it looks beautiful. I’m really excited that Jason Wu has started working for Boss. I think it’s going to be such a good collaboration. And I can already see an amazing difference in the clothes.”

How she would style the Jason Wu Tux “I think I would style a tuxedo similar to the way that we’ve done it in this campaign, I love that there’s a white silk scarf with it and very high heels. And the tuxedo is tailored with a low-V so you have some skin, it makes it very feminine. I think really beautiful tailoring is what makes a woman look her best in clothes. And when someone is thoughtful about how they’re sewing something and the lines that they’re creating and the proportions. You can enhance a woman’s figure so much if something is tailored really well.” **mc**