



Press Release

HUGO and Liam Payne partnership expands to include eyewear collection

The British musician will front a series of campaigns, beginning with the Spring/Summer 2020 collection

London, June 11th, 2019. Liam Payne is to become the official face of HUGO Eyewear, adding a new element to the singer-songwriter's headline-grabbing new role as global brand ambassador for HUGO.

The progressive fashion brand creates designs that stand outside the status quo, and this extends to a trend-driven eyewear collection featuring unexpected shapes, colors and materials that push contemporary style to the next level. Popular culture, particularly music, is an integral part of the HUGO DNA, making the partnership with Liam Payne particularly fitting.

The British musician is known for his confident sense of style, and often turns to eyewear to provide the finishing touch to a look. "Glasses and sunglasses can transform an outfit and take it from something that looks good to something that has a really individual twist", Payne says, adding: "Representing HUGO Eyewear is a perfect fit for me. The brand completely understands what it means to care about style, and also to want something a little different from the rest."