

HUGO BOSS and the new BOSS Black Eyewear in Copenhagen

Summer is here, and so are the sporty sunglasses created by BOSS Black Eyewear for skipper Alex Thomson and his sailing team. Using the tagline of the launch campaign - "Follow Your Vision" - they have appeared in the windows of the finest eyewear stores and will help to give the 60ft *HUGO BOSS* the perfect welcome to Copenhagen during her stay from 26th to 30th August

25 August 2011 – It's summertime and in Copenhagen, as well as elsewhere in Europe, the BOSS Black Eyewear Collection 2011 is featuring in the windows of the best eyewear stores.

The new collection BOSS Black Eyewear and Sailing Project

The collection - designed, manufactured and distributed by Safilo, official HUGO BOSS Eyewear licensee - includes new design sports sunglasses (BOSS 0392/S BOSS 0393/S) exclusively developed for British skipper Alex Thomson and his sailing team. Available in shades of blue, red, aluminium, matt black and shiny, they are perfect for sports and also suitable for everyday wear. The two new models (BOSS 0338/S and BOSS 0338/N/S) also bear the wraparound design and aerodynamics of the "ALEX 99" sunglasses, successfully launched last year under the HUGO BOSS Sailing Project. Specifically made for the skipper whose name they bear, during April and May the "ALEX 99" sunglasses were the focus of a campaign in major European lifestyle and sports media.

The 60ft HUGO BOSS

The campaign, featuring the tagline "Follow Your Vision" and tied in with the excitement of the Barcelona World Race, also includes a wide range of POS materials dedicated to the BOSS Black Eyewear Collection 2011. Today, displayed in store in a clearly "Sailing" context, these sports sunglasses will welcome the 60ft yacht, sponsored by HUGO BOSS, which will be in Copenhagen by 26 August. With Alex Thomson at the helm, the boat - designed by Finot-Conq Architects and built in 2007 – came second in the Barcelona World Race 2007/2008 and established itself as one of the fastest in its class, breaking the 24hr distance record. *HUGO BOSS* will arrive from Sylt and return to the UK on 30th August.

Black BOSS Sunglasses racing with HUGO BOSS

Alex Thomson and his team have the support of HUGO BOSS and HUGO BOSS Eyewear, the brand that includes the collections of sunglasses and eyeglasses designed, manufactured and distributed by Safilo under license. Within this partnership, Safilo has launched the special model "ALEX 99" (0338/S and 0338/N/S) and in its wake the new sunglasses 0393/S and 0392/S.

About HUGO BOSS

The sponsorship portfolio of HUGO BOSS focuses on three major sports; Golf, Formula 1 and Sailing, as well as other sponsorship interests, which already include Tennis (Davis Cup) and Football (Bayern Munich). In sailing, HUGO BOSS gets another platform to demonstrate its fashion competence both on the boat and shore-side. HUGO BOSS provides Alex and the crew with highly functional outfits for all possible weather conditions around the globe, and dresses the crew for every celebration function in the smartest possible way.

Alex Thomson key facts

One of Britain's most talented sailors - having set two world records, Thomson is the youngest skipper ever to win a round the world race. Date of birth: 18th April 1974 - Place of birth: Bangor, North Wales - Lives: Titchfield, Hampshire - Title Sponsor: HUGO BOSS - Yacht: IMOCA 60 HUGO BOSS - Sailing: 16 years experience - Next Event: 2011 Transat Jacques Vabre - Inspiration: Sir Keith Mills. Alex met Sir Keith during the 1999 Clipper Round the World Race and together they founded *Alex Thomson Racing* in 2003.

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