

HUGO BOSS Eyewear and Alex Thomson to race the Giraglia Rolex Cup

23 June, 2011 – Yesterday morning round the world skipper Alex Thomson was back at the helm of his IMOCA 60 race yacht HUGO BOSS, for the start of the 245nm offshore Giraglia Rolex Cup from St Tropez to Genova. Skipper, boat and crew are supported by HUGO BOSS and HUGO BOSS Eyewear, the brand that includes ranges of spectacles and sunglasses produced by Safilo on license from the brand.

The Sailing Project and the new BOSS Black Eyewear Collection

As part of its "Sailing" Project, Safilo has expanded the product offer of the BOSS Black Eyewear Collection and on April has launched an international ad campaign tied to the fascinating Barcelona World Race, with the catchline "Follow your vision".

Now on show in the best optical shops, the BOSS Black Eyewear Spring/Summer Collection 2011 – which still includes the "ALEX 99" (BOSS 0338/S and BOSS 0338/N/S), the official eyewear worn by skipper Alex Thomson and the crew of the *HUGO BOSS* IMOCA 60 – also presents new sporty sunglasses especially developed by Safilo for the HUGO BOSS Sailing Project. Available in opaque blue, red, matt black, gloss black and aluminum, these styles are ideal for sports activities but also for everyday wear (BOSS 0392/S and BOSS 0393/S).

Alex Thomson: "Back on board to start our build up to the 2012 Vendée Globe Race"

The race will be the first time Alex has sailed competitively on the boat since he was unable to take part in the Barcelona World Race following his emergency appendectomy.

Alex commented "I am delighted to be back on board and very much looking forward to giving the boat a good check out and starting my next phase of race training. The boat completed the Barcelona World Race with very few issues and having had a short service stop in Valencia the boat is in good shape and we are now ready to start our build up to the 2012 Vendée Globe Race."

On board with Alex are round the world sailor and IMOCA skipper Guillermo Altadill, top Figaro sailor Gildas Morvan, and Volvo sailor Wouter Verbraak, who also raced the boat in the Barcelona World Race as Alex's replacement skipper.

The race leaved St Tropez yesterday and heads to Italy via La Giraglia Islet off Corsica, with the boats expected to finish in Genova on the 24th June.

BOSS Black Eyewear 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 from the brand. Within this partnership, Safilo has launched the special model "ALEX 99" (BOSS 0338/S and BOSS 0338/N/S) and in its wake even the new sunglasses BOSS 0393/S and BOSS 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.

Press Office: Safilo, tel. +39.049.6985111, email baldoi@safilo.com | **ISM Italia**, tel. +39.02.733403, email abagno@ismitalia.it
Web: www.barcelonaworldrace.org, www.alexthomsonracing.co.uk, www.imoca.org, www.hugoboss.com, www.safilo.com