

The BOSS Black Eyewear Collection finished second in its first Transat Together with Thomson and Altadill on board *HUGO BOSS* took a very well deserved second place in the Transat Jacques Vabre 2011

Padova (Italy), 21 November 2011 – After 16 days 9 hours 20 minutes at sea together with Alex Thomson and co-skipper Guillermo Altadill on board *HUGO BOSS*, the BOSS Black Eyewear Collection crossed the finish line in Puerto Limón, Costa Rica, Friday 19 December at 23hrs 20 mins 0 secs UTC. Since the fourth day of the race they have shared the lead of the fleet with the winners, Jean-Pierre Dick and Jeremie Beyou on board Virbac Paprec 3, when they made the decision to choose a more northerly course than the majority of their competitors. *HUGO BOSS* completed the 4730 miles theoretical course distance in 16 days 9 hours 20 minutes 0 sec at an average speed of 12,03 kts.

This was not the first time BOSS Black Eyewear sailed together with Alex and Guillermo on board *HUGO BOSS*, but it's their best result so far.

Thomson and Altadill raced the Transat Jacques Vabre (which started in Le Havre, France, on November 2nd) with 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 with HUGO BOSS Sailing Team, Safilo has launched the special model "ALEX 99" (BOSS 0338/S and 0338/N/S) and in its wake the new sunglasses 0393/S and 0392/S. All these styles are part of the BOSS Black Eyewear Collection. "ALEX 99" are the official sunglasses worn by Alex Thomson and his crew. The aerodynamic injected frame is personalized by a metal logo insert on the outside, whilst inside the wording "ALEX 99" can be seen, showing the first name of the skipper and the boat number. The models are also available with polarized lenses, offering excellent visual quality that eliminates all reflections, perfect for outdoor sports. The lightweight and comfortable shield sunglasses, such as BOSS 0393/S and 0392/S, with their wrap-around shape, also flaunt a decidedly sporty design and are ideal for sports activities but also for everyday wear.

The next challenge for *HUGO BOSS*, Alex Thomson and the BOSS Black Eyewear Collection will be the Transat B to B, a single-handed race reserved for the IMOCA 60 class. It will start in St. Barts on December 5th and is due to finish in Lorient, France, before Christmas.

BOSS Black Eyewear racing with *HUGO BOSS*

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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 (Mario Gomez, FC 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: Transat B to B 2011 - 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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