

# HUGO BOSS

Press Information

## **HUGO BOSS staying in the Klitschko brothers' corner**

Metzingen / Hamburg. Vitali und Wladimir Klitschko will continue to sport the BOSS logo when they enter international boxing arenas in the future. Initiated in 2002, their partnership with the leading international fashion group has been extended for a further two years. In addition to having the BOSS logo emblazoned on their shorts and gowns, further joint promotional activities are planned both inside and outside Germany.

"Since our partnership with the Klitschko brothers began, we have been particularly impressed by their unique combination of strength and charisma," recalls Dr. Bruno Sälzer, CEO and Chairman of the Management Board at HUGO BOSS AG. "The strategy is proving a success. The ideals embodied by the BOSS brand are personified perfectly by these two exceptional athletes."

"BOSS stands for class and supreme standards," affirms Vitali Klitschko. "We are happy to have extended this truly cooperative partnership," adds his brother Wladimir.

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"The Klitschko brothers are enjoying great success conquering the international stage. And the marketing activities have to keep pace," says Sven Müller from Klitschko's marketing agency SPORTFIVE. "We will be sustaining the tried and trusted strategy of creating an exclusive universe of premium partners for Vitali and Wladimir – with the focus on global brands like BOSS."

Further information on HUGO BOSS can be found on our website at [www.hugoboss.com](http://www.hugoboss.com).

If you have any questions, please contact:

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