

HUGO BOSS

Press Information

HUGO BOSS announces partnership with World Champion Mats Hummels

Metzingen, January 30, 2015. HUGO BOSS is launching a partnership with professional soccer star Mats Hummels, who was a key player on the German national team during the World Cup in Brazil in 2014. The 26-year-old is one of the most prominent high-profile soccer players of his generation. Mats Hummels is particularly well-known for his style, both on and off the soccer field.

“Confident, sophisticated and successful: Mats Hummels embodies these traits, which makes him the ideal partner for HUGO BOSS,” says Gerd von Podewils, Senior Vice President Global Communication at HUGO BOSS. “That’s why we are so thrilled to have the opportunity to work with him.”

“When I signed my first professional contract in the Bundesliga, HUGO BOSS had a partnership with my soccer club at the time, and I’ve been a fan of the brand ever since. I’m excited that I will now be wearing HUGO BOSS beyond my official appearances with the German national team,” says Mats Hummels.

Mats Hummels is a key player and a team leader, both for his club and on the German national team. Disciplined and passionate, confident and authentic: more than any other soccer star, Hummels represents the modern gentleman athlete and the kind of player who uses his head to score goals in more ways than one.

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As of today, the German national team player will represent HUGO BOSS beyond the world of sports at events and public appearances as well as in campaigns and photo shoots.

High-resolution images of Mats Hummels in BOSS are available at:

http://press.hugoboss.com/collection/Mats_Hummels

More information about HUGO BOSS AG is available on our website:

hugoboss.com

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HUGO BOSS soccer sponsorships

HUGO BOSS has a long tradition of involvement in the world of soccer. Most recently, HUGO BOSS partnered with the German national team at the 2014 World Cup in Brazil as their official fashion sponsor and will also outfit the team at the 2016 European Championship in France.

Mats Hummels

Mats Hummels is one of the top soccer players of his generation. He got his start on the Bayern Munich Junior Team before joining Borussia Dortmund in 2008, where he made his mark, first as the lead defensive player and, since 2014, as team captain, contributing to Borussia's most successful years in recent history. This is where Hummels cemented his image as one of the top-scoring defensive players in the world. As a club player he won the Bundesliga and DFB-Pokal double with Borussia Dortmund in 2012, became a UEFA Under-21 Champion and made it to the Champions League final. During the World Cup in Brazil, he scored two goals, including the decisive header that resulted in the 1:0 victory against France in the quarter finals. On July 13, 2014, Mats Hummels became a World Champion as part of the German national team.