



Press Release

**HUGO BOSS is proud to announce its partnership with Formula E  
Fashion brand named as the first official apparel partner**

Metzingen, November 13, 2017. HUGO BOSS is entering into a new partnership with Formula E, the electric street racing series, as official apparel partner, building on the brand's DNA of innovation and a longstanding connection with motorsport.

Formula E offers an action-packed racing experience on the streets of the world's major cities. With a focus firmly on the future of motorsport, the unique series is a platform for the development of electric vehicle technology, refining the design, functionality and sustainability of electric cars while creating an exciting global entertainment brand.

Dressing those on the road to success, HUGO BOSS shares the values that are key to motorsport and the winning mentality that goes with it – dynamism, perfection and precision. As official partner, HUGO BOSS will design and develop outfits for the Formula E series management, employees and volunteers.

In this new collaboration, HUGO BOSS brings its 35 years of experience and expertise in the motorsport arena to Formula E, as well as the dynamic style the fashion brand is renowned for.

HUGO BOSS Chief Executive Officer, Mark Langer, spoke about the partnership: "As a fashion brand, we are always looking at innovative approaches to design and sustainability. When we first encountered Formula E, we immediately saw its potential and we are pleased to be the first apparel partner to support this exciting new motorsport series."



Alejandro Agag, Founder & CEO of Formula E, said: "I'm delighted to welcome yet another global brand to the Formula E family, especially a respected and recognizable name in the world of fashion such as HUGO BOSS. This new partnership will see the team on the ground at each race dressed with a winning mindset and ready to deliver a spectacular event in cities across the world. As the first Official Apparel Partner of the series, we look forward to seeing the dynamic style and innovation on show that BOSS is renowned for."

A first glimpse of the partnership will come at an exclusive event in Hong Kong on December 1 for the season-opener weekend - round one and two of the 2017/18 FIA Formula E Championship.

High resolution image material can be downloaded here: [http://press-service.hugoboss.com/collections/Formula\\_E](http://press-service.hugoboss.com/collections/Formula_E)

Further information on the company can be found at [group.hugoboss.com](http://group.hugoboss.com). For the latest news on our collections, visit [hugoboss.com](http://hugoboss.com).

If you have any questions, please contact:

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