

# HUGO BOSS

Press Release

## **HUGO BOSS and Porsche align international cooperation**

Metzingen, November 8, 2018. HUGO BOSS and Porsche – two global players with shared regional roots – will be joining forces in the future. Beginning next year, their cooperation will center on the two companies' involvement in Formula E racing. In its capacity as an official partner to the sport, HUGO BOSS – which already boasts a long tradition of motorsports sponsorship – has been successfully engaged in the electric-powered racing series since the end of 2017. From December 2019, the start of the next championship season, Porsche too will be joining the Formula E circuit with its own works team – outfitted by HUGO BOSS. The fashion group will also be the official outfitter to the entire Porsche motorsports team worldwide.

The shared passion for racing, and a fascination with perfect design and innovation, inspired the creative minds at HUGO BOSS to produce the "Porsche x BOSS" capsule collection. Its standout features include premium leather and wool materials presented in the Porsche and HUGO BOSS colors of silver, black and red. Starting in March 2019, a range of menswear styles from the debut capsule collection will be available online and at BOSS stores.

"HUGO BOSS and Porsche are both synonymous with outstanding innovation and consummate quality," commented Mark Langer, CEO of HUGO BOSS AG. "We have been working successfully with motorsports over recent years and decades. That is why, with the future-oriented Formula E, I am especially pleased that we are taking our cooperation to a new level."

"Formula E is an exceptionally attractive racing series," said Oliver Blume, CEO of Porsche AG. "It offers us the perfect environment to strategically evolve our vehicles in terms of efficiency and sustainability. We're looking forward to being on board in the 2019/2020 season. In this context, the renowned fashion group HUGO BOSS represents the perfect partner to outfit our team."

# H U G O B O S S

High-resolution images can be downloaded from: <https://we.tl/t-viNVEGfBh5>

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:

Dr. Hjördis Kettenbach

Head of Corporate Communications

Phone: +49 7123 94-83377

E-mail: [hjoerdis\\_kettenbach@hugoboss.com](mailto:hjoerdis_kettenbach@hugoboss.com)