



Press Release

Creating one of a kind: industrial designer Karim Rashid devises brand identity for 'HUGO BOSS' yacht

Metzingen, June 4, 2019. HUGO BOSS is excited to announce that industrial designer Karim Rashid has devised the brand identity for the new 'HUGO BOSS' yacht, which record-breaking sailor Alex Thomson will race in the 2020 Vendée Globe.

With more than 4,000 designs in production and 300 awards to his name, Karim Rashid is a leading light in his field. The designer's work spans architecture, fashion, furniture and interiors, and now he has turned his peerless expertise to creating an inimitable look for the IMOCA 60 yacht.

Karim Rashid has worked alongside the Alex Thomson Racing Team in forming the unique vision for the boat, which will sail in a number of long-distance races – the pinnacle being the world-famous Vendée Globe. Known as the "Everest of Sailing", the solo, unassisted round-the-world race is one of the most grueling challenges a yachtsman can face, and a personal goal for skipper Alex Thomson, who – after coming in third in 2012 and second in 2016 – has his sights set on first place.

Speaking about the project, Karim Rashid said, "It is special to work on this. HUGO BOSS is such a global brand with a contemporary vision, and Alex Thomson is such a champion in the sailing world. Meeting Alex showed me the great passion one needs for these races. And collaborating with HUGO BOSS and the Alex Thomson Racing team members, having a constant back-and-forth dialogue, was essential in shaping my vision."



Alex Thomson said on working with Karim Rashid, "While collectively – through our team, together with our naval architects and boat builders – we had all the skills required to design and build the new HUGO BOSS, we knew that we needed somebody to devise a strong brand identity for the boat. And that is where Karim's vision came into play. It was great to see how passionate he was about the project from the very beginning."

The new 'HUGO BOSS' yacht will be unveiled in summer, and will make its first voyage when Alex Thomson competes in the Transat Jacques Vabre race from France to Brazil, starting on October 27, 2019.

High-resolution images can be downloaded from the following link:

http://press-service.hugoboss.com/collections/Karim_Rashid/

Further information on the company can be found at group.hugoboss.com. For the latest news on our collections, visit hugoboss.com.

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