



Press Release

## **British skipper Alex Thomson competing in 'Everest of Sailing'**

Metzingen/Les Sables-d'Olonne, November 8, 2020. Today, Alex Thomson set sail for the 2020-21 Vendée Globe, aiming this year to win, having finished second and third in the previous two editions of the single-handed round-the-world race.

The record-setting British skipper is sailing on board HUGO BOSS, an IMOCA 60 yacht that took 80,000 hours to design and build. A significant step forward for this class of boat, HUGO BOSS is made almost entirely from carbon fiber and is kitted out with a network of cameras, allowing Thomson to view and analyze his progress from within the cockpit – and offering fans a fully immersive experience as they follow along from home.

This unique race, referred to as the 'Everest of sailing', takes place every four years. Each skipper circumnavigates the globe – sailing a distance of more than 28,000 miles – unassisted and without stopping. Only just over half the 167 sailors who have ever attempted the odyssey have successfully completed it.

Thomson finished the 2016-17 race in 74 days, 19 hours and 35 minutes, less than 24 hours short of the record time set by Frenchman Armel Le Cléac'h. The new HUGO BOSS yacht features groundbreaking design and never-before-seen technology, which the skipper is confident will give him the edge this year.

Alex Thomson said, "Winning the Vendée Globe is what I've set my mind to for almost 20 years now. This race has totally captivated my imagination and it really is everything I have worked towards. To win it? Of course, that's the goal, but first we have to finish the race. And with this being my fifth attempt, I know just how tough that is to do. But I'm confident in myself, in the HUGO BOSS boat, and I think if we can get to the finish line, then we should certainly be in contention to win."



Lüder Fromm, Director Global Marketing and Brand Communications of HUGO BOSS, said, "The Vendée Globe is an incredible combination of engineering and excellence, requiring immense skill and endurance. We will be cheering Alex Thomson on throughout his journey. We're so proud to support such a talented sportsman and wish him every luck."

High resolution images can be downloaded from:

[press-service.hugoboss.com/collections/Sailing\\_Alex\\_Thomson\\_Vendee\\_Globe\\_2020/](https://press-service.hugoboss.com/collections/Sailing_Alex_Thomson_Vendee_Globe_2020/)

Further information can be found at

[group.hugoboss.com/en/sponsorship/sports-sponsorship/sailing](https://group.hugoboss.com/en/sponsorship/sports-sponsorship/sailing)

For the latest news on our collections, visit [hugoboss.com](https://hugoboss.com).

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### **About HUGO BOSS**

HUGO BOSS is one of the market leaders in the upper premium segment of the global apparel market. With some 14,600 employees around the world, the German Group develops and sells high-quality fashions and accessories for women and men under its BOSS and HUGO brands. Its products range from classic contemporary apparel, elegant evening fashions and casualwear through to shoes, leather accessories and licensed products including fragrances, eyewear and watches.

For many years, HUGO BOSS has been engaged in the fields of sports and the arts. Within the former, it taps premium sports such as golf, sailing, soccer and motorsports to convey the brand values of success, precision, innovation and sustainability.

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### **About Alex Thomson:**

Alex Thomson is the youngest skipper ever to win a round-the-world yacht race. When he triumphed in the 1998/1999 Clipper Round-the-World Race he set a record which still stands today. Thomson also holds the British solo, unassisted round-the-world monohull record, which he set in 2017 when he finished the grueling Vendée Globe race – ‘the Everest of sailing’ – in just 74 days, 19 hours, 35 minutes. Having achieved third and second place finishes in the last two editions of the iconic race, Thomson and his team, together with their long-standing sponsor HUGO BOSS, now



have their sights firmly set on becoming the first British team in history to win the race in 2020/2021.

[alexthomsonracing.com](http://alexthomsonracing.com)

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