

Metzingen, October 11, 2022

## **BOSS CLIMBS NEW HEIGHTS AS OFFICIAL PARTNER OF MATTERHORN CERVINO SPEED OPENING**

BOSS is pleased to announce that the brand will be the official partner of the new Matterhorn Cervino Speed Opening race taking place between Zermatt, Switzerland, and Cervinia, Italy, at the end of October and start of November. This momentous event set in a majestic natural setting is the first downhill ski race to take place on the famous glacier, marking an innovative winter-sports challenge that reflects the bold, pioneering spirit of the brand.

This sponsorship will provide BOSS with significant visibility via branding on bibs, flags, as well as across the start hut and the racetrack itself. Moreover, one of the key highlights for visitors is that nearly two thirds of the run will be visible from the finish line area, which will feature a BOSS-branded arch at the border crossing. Additional activations include branding throughout the panoramic terrace within the elevated VIP hospitality area that features a bar and a photocall spot leading up to the entrance, throughout which the BOSS logo will be on prominent display. Exclusive guests will receive a one-of-a-kind welcome package containing specially developed BOSS products and accessories.

Large-scale marketing approaches will encapsulate the BOSS brand ethos in the form of a logo-emblazoned helicopter, a hot-air balloon, and a paraglider that will circulate around the peak over the course of the event.

The men's race takes place on the weekend of October 29-30, followed by the women's competition which is scheduled for November 5-6.

### About BOSS and HUGO BOSS:

BOSS is known worldwide for its tailoring DNA - but along with this signature product category, BOSS has expanded beyond the confines of tailoring to offer a complete range of casualwear, bodywear, accessories, and athleisure that form a 24/7 wardrobe for the change-makers of today, in every role they play. The product range includes licensed

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products such as fragrances, eyewear, watches, and kidswear. Customers can experience the world of BOSS in over 400 own stores worldwide. BOSS is the core brand of HUGO BOSS, one of the leading companies positioned in the premium segment of the global apparel market. With its two brands, BOSS and HUGO, the group offers collections in 128 countries at around 6,800 points of sale and online in 59 countries via hugoboss.com. With approximately 14,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 2.8 billion in the fiscal year 2021.

**About the Matterhorn Cervino Opening:**

The Matterhorn Cervino Speed Opening is the first cross-border Ski World Cup race in the history of the World Cup. The start is on Gobba di Rollin above Zermatt in Switzerland at 3,800 meters above sea level, while the finish is above Cervinia in Laghi Cime Bianche in Italy at 2,865 meters above sea level. This makes the Matterhorn Cervino World Cup races the highest downhill races in the World Cup calendar. The "Gran Becca" course was designed by Olympic downhill winner Didier Défago.

High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/6343e9dcefab6a209faccbc8>

If you have any questions, please contact [press@hugoboss.com](mailto:press@hugoboss.com).

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