

Metzingen, June 10, 2025

## **BOSS RETURNS AS TITLE SPONSOR OF BOSS OPEN TENNIS TOURNAMENT**

BOSS returns in 2025 for its fourth consecutive year as the title sponsor of the BOSS OPEN, proudly announcing the renewal of its sponsorship of the Stuttgart-based ATP tournament until 2030. The extension of its involvement in this storied tournament reflects the HUGO BOSS company's commitment to the region it calls home. This year, tennis ace and BOSS brand ambassador Taylor Fritz will play with style and passion on the grass courts of the Tennis Club Weissenhof wearing pieces from the BOSS Tennis capsule. Other notable players, including Alexander Zverev, Ben Shelton, Félix Auger-Aliassime, and more are also lined up to BOSS the court.

"The BOSS OPEN is both a commitment to tennis and a matter close to our hearts. We have therefore extended our partnership as title sponsor of the tournament until 2030, and further expanded our presence on site this year. Our goal is to offer visitors even more experience per square meter that goes beyond tennis, and allows them to fully enjoy the atmosphere and spirit BOSS stands for," says Daniel Grieder, CEO of HUGO BOSS.

"In 2022, we embarked on an exciting journey with BOSS that has given the tournament a new and modern touch. We have made considerable investments in the tournament and, together with BOSS, have also incorporated many new ideas. In addition to world-class tennis, we are focusing primarily on fashion and lifestyle. We are very pleased to be able to continue our collaboration with HUGO BOSS, a globally respected and successful company that also has its roots in Baden-Württemberg," says tournament director Edwin Weindorfer.

During the second weekend of this year's BOSS OPEN, BOSS will invite several special guests to experience the excitement of the semi-finals on Saturday, June 14, and the ultimate final match on Sunday, June 15, including Aleksander Aamodt Kilde, Alica Schmidt, Nicola Pietrangeli, Haley Kalil, Loris Karius, Miles Chamley-Watson, Rúrik Gíslason, Maximilian Mittelstädt, Elias Becker, Janis Danner, and Jessica De Oliveira.

In another highlight, visitors will be able to watch the live recording of an episode of the podcast "Becker Petkovic" on the evening of June 10, hosted by tennis legends Boris

Becker and Andrea Petkovic. Becker and Petkovic will invite special guests to join the discussion, including Grieder and Weindorfer.

As part of BOSS's sponsorship of the event, BOSS branding will be prominently displayed around the venue, including the Center Court. Ball kids and on-site service personnel will be dressed in BOSS throughout the tournament. Between matches, visitors can linger in a BOSS-branded entertainment area, featuring the BOSS Bar and a DJ. A BOSS XP booth will inform visitors about the brand's new, interactive customer loyalty program. Nearby, a dedicated stand will invite fans to sample and purchase BOSS Fragrances, and to capture their BOSS OPEN experience in a themed photo booth.

BOSS OPEN attendees will be able to shop the BOSS Tennis capsule, as seen on Fritz, at the BOSS pop-up store on site during the event. The collection comprises BOSS-branded shorts, an iconic, functional BOSS polo, a quarter-zip, performance-ready T-shirt, and classic black cap. With a striking exterior that resembles a sports holdall, and a contemporary tennis-themed interior, the pop-up store will also stock the exclusive BOSS OPEN merchandise collection, featuring branded hoodies, sweatshirts, polo shirts, T-shirts, a vest, and caps in BOSS-signature black, white, and camel hues. A selection of BOSS athleisurewear, plus complementary performance and ready-to-wear pieces from BOSS Menswear will be available to shop, alongside selected BOSS Womenswear pieces, and BOSS Fragrances. This collection of shoppable highlights represents the brand's commitment to providing 24/7 lifestyle dressing for all its fans.

In a tournament first, this year, HUGO BOSS's own hospitality team—the employees behind dining at the company's HQ, and the BOSS Café at Outlet City Metzingen—will take charge of food and beverage service at the tournament with the support of catering partners. The team will cater the BOSS Bar, the BOSS OPEN hospitality area, and VIP boxes on Center Court. A changing daily menu was developed in consultation with the celebrity chef Johann Lafer and his team. Lafer will perform show-cooking sessions in the hospitality area throughout the week.

The BOSS OPEN will take place from Saturday, June 7 until Sunday, June 15, 2025. Pieces from the BOSS Tennis collection and BOSS OPEN merchandise will also be available for purchase online, and in selected BOSS stores worldwide.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/Spring-Summer-2025/BOSS-OPEN.html>

About BOSS and HUGO BOSS:

BOSS is made for bold, self-determined individuals who live life on their own terms, with passion, style, and purpose. Collections offer dynamic, modern designs for those that embrace who they are fully and unapologetically: as their own BOSS. The brand's heritage tailoring, performance suiting, casualwear, denim, athleisure, and accessories cater to the style needs of the discerning consumer. Licensed fragrances, eyewear, watches, and kidswear complete the brand. The world of BOSS can be experienced in around 500 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. The group offers collections in 129 countries at more than 8,000 points of sale and online in 74 countries via hugoboss.com. With more than 18,500 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.3 billion in the fiscal year 2024.

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

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