

Metzingen, October 2, 2025

**IGNITE YOUR SENSES. START YOUR ENGINES. STEP
INSIDE THE MIND OF A BOSS.
IMMERSE YOURSELF IN THE ULTIMATE FAN
EXPERIENCE BROUGHT TO YOU BY BOSS AND THE
ASTON MARTIN ARAMCO FORMULA ONE™ TEAM**

BOSS is proud to unveil an incredible immersive experience that redefines Formula 1® fandom. In an extraordinary collaboration with the Aston Martin Aramco Formula One™ Team, and powered by the cutting-edge Apple Vision Pro, this innovation takes fans beyond the grandstand and into the high-octane, high-performance world.

This adrenaline-fueled immersion takes you into the heart of the race action. In the experience, fans embark on a multi-stage journey within a fast-paced spatial environment. Guided by BOSS brand ambassadors and Aston Martin Aramco drivers Fernando Alonso and Lance Stroll, participants are challenged to step into the mind of a true BOSS.

With technical design and execution led by BOSS's strategic digital transformation partner, EPAM Systems, Inc. (EPAM), this experience brings fans closer to the action than ever before, delivering a virtual adventure that captures the thrill and authenticity of the racetrack. From precision visual targeting exercises to 3D spatial puzzles inspired by strategic race decisions, every step demands sharp focus and split-second reflexes. The experience culminates in a breathtaking Test Lap, where fans are surrounded by the visceral roar of the AMR25. It's not just a race—it's a seat in the cockpit.

"Formula 1® is the pinnacle of speed, precision, and pressure—an exhilarating world that few get to truly experience firsthand," says James Foster, SVP Global Marketing at HUGO BOSS. "With this extraordinary spatial experience, that we created with the Aston Martin Aramco Formula One™ Team, we break down barriers. We're not simulating a race; we're transporting fans into an absolute BOSS mindset."

The journey begins on **October 2**, when this groundbreaking experience debuts in specially designed installations at select BOSS locations across seven iconic cities worldwide: London, Paris, Düsseldorf, Barcelona, Las Vegas, Dubai, and Singapore. Launching just ahead of the Formula 1® Singapore Airlines Singapore Grand Prix 2025, it will ignite global excitement for one of the most anticipated events on the racing calendar.

Rob Bloom, Chief Marketing Officer, Aston Martin Aramco Formula One™ Team says, "Aston Martin is a timeless classic; a brand that has transcended eras by setting trends and creating iconic moments. Within Formula One™ we continue to shape the future from within the sport. Together with BOSS, this innovative experience addresses one of F1®'s biggest challenges: fewer than 1% of fans have experienced the sport in person. Now, fans can see, feel, and immerse themselves in the action like never before. It's a powerful example of how Aston Martin Aramco continues to evolve its legacy with its partners—classic at the core, but defining the future of experience."

"We're thrilled to strengthen our strategic partnership with BOSS and bring an innovative spatial experience to life through Apple Vision Pro. This initiative transcends traditional engagement by harnessing the power of immersive storytelling, making the exclusive world of Formula One™ accessible to a global audience of fans, consumers, shoppers, and members. It's more than just viewing—it's about creating truly unforgettable moments that redefine the intersection of premium fashion, luxury retail, sport, and technology," says Balazs Fejes, CEO and President of EPAM.

This bold, interactive adventure is a testament to the shared values of innovation, performance, and authenticity that unite BOSS and Aston Martin Aramco. Together, they're not just changing the way fans engage with motorsport — they're setting a new standard for what it means to truly live the thrill of the race.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2025/BOSS-x-AMF1-Immersive-Spatial-Experience-2025.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.

About Aston Martin Aramco Formula One™ Team:

With history dating back to 1913 and its founders Lionel Martin and Robert Bamford, Aston Martin has a storied history rooted in racing. Early success at the Aston Hill Climb inspired a legacy of crafting high-performance luxury vehicles, which today includes the DB12, Vantage, Vanquish, DBX707, and the F1-inspired Aston Martin Valkyrie. The brand debuted in Grand Prix racing in 1922, claimed outright victory at Le Mans in 1959 and returned to Formula One in 2021 under Lawrence Stroll's leadership.

The team has since made significant investments, notably opening the AMR Technology Campus in Silverstone in 2023, featuring sustainable design and a cutting-edge wind tunnel that became operational in 2025.

On-track, the driver line-up features the experienced Canadian Lance Stroll and double World Champion Fernando Alonso, supported by Test and Reserve Drivers Felipe Drugovich and Stoffel Vandoorne, along with Team Ambassador Pedro de la Rosa and Young Development Driver Jak Crawford. Aston Martin Aramco also races in the all-female F1® Academy series, with Swiss driver Tina Hausmann competing under the mentorship of the team's F1® Academy Head of Racing and Driver Ambassador, Jessica Hawkins.

Off-track, Aston Martin Aramco continues to drive progress through its I / AM fan engagement platform, and Make A Mark ESG programme, driving sustainability, inclusion and community engagement. Partnerships with Racing Pride, Spinal Track, and the Aleto Foundation support inclusivity, accessibility, and leadership development. The team's commitment to energy efficiency is certified by ISO 50001 compliance.

About EPAM Systems

Since 1993, EPAM Systems, Inc. (NYSE: EPAM) has used its software engineering expertise to become a leading global provider of digital engineering, cloud and AI-enabled transformation services, and a leading business and experience consulting partner for global enterprises and ambitious startups. We address our clients' transformation challenges by focusing EPAM Continuum's integrated strategy, experience and technology consulting with our 30+ years of engineering execution to speed our clients' time to market and drive greater value from their innovations and digital investments.

We leverage AI and GenAI to deliver transformative solutions that accelerate our clients' digital innovation and enhance their competitive edge. Through platforms like EPAM AI/RUN™ and initiatives like DIALX Lab, we integrate advanced AI technologies into tailored business strategies, driving significant industry impact and fostering continuous innovation.

We deliver globally but engage locally with our expert teams of consultants, architects, designers and engineers, making the future real for our clients, our partners, and our people around the world. We believe the right solutions are the ones that improve people's lives and fuel competitive advantage for our clients across diverse industries. Our thinking comes to life in the experiences, products and platforms we design and bring to market.

Added to the S&P 500 and the Forbes Global 2000 in 2021 and recognized by Glassdoor and Newsweek as Most Loved Workplace, our multidisciplinary teams serve customers across six continents. We are proud to be among the top 15 companies in Information Technology Services in the Fortune 1000 and to be recognized as a leader in the IDC MarketScapes for Worldwide Experience Build Services, Worldwide Experience Design Services and Worldwide Software Engineering Services.

If you have any questions, please contact press@hugoboss.com.

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