

HUGO BOSS Eyewear and Alex Thomson to race the Rolex Fastnet Race

11 August 2011 – On Sunday morning round the world skipper Alex Thomson will be at the helm of his IMOCA 60 race yacht HUGO BOSS, for the start of the 44th edition of the Rolex Fastnet Race, the 608nm offshore race from Cowes to Plymouth via the Fastnet Rock. Skipper, boat and crew are supported by HUGO BOSS and HUGO BOSS Eyewear, the brand that includes ranges of optical frames and sunglasses produced by Safilo on license from the brand.

The Sailing Project and the new BOSS Black Eyewear Collection

As part of its “Sailing” Project, Safilo has expanded its BOSS Black Eyewear Collection range, and in April, launched an international ad campaign linked to the exhilarating Barcelona World Race, using the catchline “Follow Your Vision”.

Now available in fine eyewear stores, the BOSS Black Eyewear Spring/Summer Collection 2011 – which still includes the “ALEX 99” (BOSS 0338/S and BOSS 0338/N/S), the official eyewear worn by skipper Alex Thomson and the crew of the *HUGO BOSS* IMOCA 60 – also presents new sports sunglasses especially developed by Safilo for the HUGO BOSS Sailing Project. Available in opaque blue, red, matt black, gloss black and aluminium, these styles are ideal for sports activities but also for everyday wear (BOSS 0392/S and BOSS 0393/S).

Alex Thomson: “The Fastnet race is one of the most historical and prestigious offshore races in the sailing calendar. In addition, it is particularly important to me, as the 2003 race marked the start of our fantastic partnership with HUGO BOSS”

He added, “I am excited to be taking part in this challenging race again. It’s a great opportunity to race offshore and to carry on my training in the build-up to the 2012 Vendée Globe.”

Joining Alex for the Fastnet Race is celebrated Spanish round the world sailor and IMOCA skipper Guillermo Altadill.

The race starts in Cowes on Sunday at 11am and will finish in Plymouth after rounding the Fastnet Rock off Ireland, with the fastest boats expected to arrive in Plymouth on the 16th August.

BOSS Black Eyewear racing with HUGO BOSS

Alex Thomson and his team have the support of HUGO BOSS and HUGO BOSS Eyewear, the brand that includes the collections of sunglasses and eyeglasses designed, manufactured and distributed by Safilo under license from the brand. Within this partnership, Safilo has launched the special model “ALEX 99” (BOSS 0338/S and BOSS 0338/N/S) and in its wake even the new sunglasses BOSS 0393/S and BOSS 0392/S.

About HUGO BOSS

The sponsorship portfolio of HUGO BOSS focuses on three major sports; Golf, Formula 1 and Sailing, as well as other sponsorship interests, which already include Tennis (Davis Cup) and Football (Bayern Munich). In sailing, HUGO BOSS gets another platform to demonstrate its fashion competence both on the boat and shore-side. HUGO BOSS provides Alex and the crew with highly functional outfits for all possible weather conditions around the globe, and dresses the crew for every celebration function in the smartest possible way.

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