



Press Release

Collaboration with professional soccer player Toni Kroos

Metzingen, April 12, 2018. HUGO BOSS is joining up with professional German soccer player Toni Kroos. Within the scope of this partnership, the international player will also represent the BOSS brand beyond the world of sports: at events, public appearances and campaigns.

“We already know Toni through our collaboration with the German national team and with Real Madrid F.C. and we hold him in high esteem. Therefore, we are very pleased to be able to welcome him on board as one of our brand ambassadors”, states HUGO BOSS CEO Mark Langer.

As a player, Toni Kroos is characterized by his precision, his focus, and his passion. He is a strategist who can turn any game around with a decisive pass. Above all, his willpower makes him a vital member of the team. Whether he is playing for the German national team or internationally for the record-breaking Spanish club Real Madrid, Toni Kroos has repeatedly proven himself by consistently playing to an excellent standard.

“HUGO BOSS has been a part of my professional career for many years, at first during my time at FC Bayern, followed by the national team, and now with Real Madrid F.C.. I am a huge fan of BOSS because I know the brand and the people behind it very well”, says Toni Kroos.

High-resolution images of Toni Kroos in BOSS are available at:

http://press-service.hugoboss.com/collections/Toni_Kroos



Further information on the company can be found at group.hugoboss.com. For the latest news on our collections, visit hugoboss.com.

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