

Metzingen, May 23, 2022

A NEW ERA IN TENNIS BEGINS WITH THE LAUNCH ANNOUNCEMENT OF THE BOSS OPEN AT WEISSENHOF, STUTTGART

HUGO BOSS is proud to announce the launch of the BOSS OPEN. As part of the company's involvement with the Weissenhof tennis tournament as official title partner, the Stuttgart-based event is being rebranded as the BOSS OPEN, with BOSS brand ambassador Matteo Berrettini competing this year.

"BOSS has a longstanding history in sports sponsorship, and I am excited that we can celebrate our comeback to the tennis court here at the legendary Weissenhof tournament in Stuttgart. The BOSS OPEN will be a key date on the tennis calendar, with a great set of players that have the right mindset and energy it takes to succeed. We wish all the players best of luck and look forward to an exciting tournament," says Daniel Grieder, CEO HUGO BOSS.

BOSS brand ambassador Matteo Berrettini will make his return to the grass-court event for the first time since his win in 2019. One of the faces of the recent BOSS global campaign, his spirit and attitude captures the BOSS brand, inspiring others with his strength of purpose. Berrettini also co-created an exclusive capsule collection with the brand as part of the long-term partnership. The standalone collection includes active, performance-driven designs and off-court essentials for sports-inspired looks on relaxed days.

As part of the sponsorship of the prestigious sporting event, staff including the line umpires and ball kids, will be dressed in custom BOSS uniforms throughout the tournament. Around the venue, which has hosted the competition for over a century, the BOSS logo will be prominently placed for spectators on the ground and tuning in remotely.

"We are delighted to have such a globally respected and successful company as the title sponsor for the Stuttgart tournament. The timing couldn't be better in view of the recent brand relaunch and new direction of BOSS. Therefore, we are proud to be able to perfectly stage the visibility of the brand in the scene here around the grass court tournament at Stuttgart's Weissenhof," says Tournament Director Edwin Weindorfer.

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PRESS RELEASE

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BOSS

A celebration of the recently refreshed BOSS brand close to the heart of Stuttgart, Germany, the sponsorship underlines the company's commitment to the region it calls home.

High resolution images can be downloaded from:

<https://galleries.launchmetrics.com/p/hugoboss-production/showrooms/628b93eabaa6030009c05da7>

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

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