

Metzingen, July 21, 2023

IN THE FAST LANE: BOSS NAMES FERNANDO ALONSO BRAND AMBASSADOR, KICKS OFF RACE WEEKEND WITH ICONIC PARTY IN BUDAPEST

BOSS is thrilled to announce a long-term partnership with two-time Formula 1™ World Champion Fernando Alonso. As part of this latest collaboration, BOSS will dress Alonso at official events off the racetrack, including all major red-carpet moments and interviews. Moreover, Alonso will support BOSS in a spate of ongoing promotional activities, brand events, social media campaigns, and more. The announcement is a strategic and logical move, given that BOSS has been the Official Fashion Partner of the wider Aston Martin Aramco Cognizant Formula One™ Team (AMF1) since June 2022, developing looks, formal apparel, and high-performance team and travel wear for its roster of drivers.

"Fernando Alonso is an icon on the racetrack and a great personality. I'm beyond excited that he'll be one of our brand ambassadors over the coming years. Fernando neatly embodies what it means to be BOSS today: he has a strong sense of will, makes the right decisions, and inspires people all around the world. He's a perfect fit for BOSS with his spirit and his attitude. He's been pursuing his passion for racing since he was a child and has been celebrating success in motorsports for over 20 years now. Fernando is living proof that BOSSes aren't born – they're made," says Daniel Grieder, CEO of HUGO BOSS.

"I've long been a fan of BOSS and I'm thrilled to take on this new role as an ambassador within the larger scope of their sponsorship of the Aston Martin F1™ Team. I look forward to working closely with the brand and representing what it means to be a true BOSS – both on and off the racetrack," says Fernando Alonso.

The news of his brand ambassadorship comes on the heels of his incredible performance over the course of the current racing season. The announcement was celebrated at a BOSS party held on Thursday, July 20, in Budapest, neatly capturing the #RaceLikeABOSS spirit. BOSS hosted 300 guests at this key social event in the heart of the city in collaboration with Roland Fashion & LA Fashion Management. The party took place at a stunning location on the banks of the Danube River, where Budapest's top personalities gathered to celebrate in true BOSS style while taking in the view of the breathtaking cityscape.

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The evening kicked off with soothing instrumental music that later transformed into a full-blown party, courtesy of the internationally acclaimed DJ Julia Bossque. Her pulsating beats kept the rhythm of the night going, setting the tone for an unforgettable party experience.

Over 40 celebrities and influencers, such as Tímea Gelencsér, Henry Kettner, Fruzi Viszok, Odett Kármán, and Norbi Kamarás, added to the grandeur of the event, all elegantly dressed in BOSS. The guest list comprised distinguished personalities from Budapest, creating a captivating mix of local and international attendees, further enhancing the glamorous atmosphere.

Press, media, and VIP clients from across the world were also present, highlighting the significance of this unique event put together by BOSS and Roland Fashion & LA Fashion Management.

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 over 400 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 132 countries at around 7,400 points of sale and online in 70 countries via hugoboss.com. With approximately 17,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 3.7 billion in the fiscal year 2022.

About Fernando Alonso:

Fernando Alonso is a double Formula One™ World Drivers' Champion and multiple Monaco Grand Prix™ winner, two times 24 Hours Le Mans winner, World Endurance Championship winner and 24 Hours of Daytona winner. He is considered as a pure racer who has competed in different categories: Formula One™, Prototypes, Indy 500 and Dakar Rally. Due to his achievements and the popularity in the F1™ paddock, he is already considered already a legend of the sport.

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About Roland Divathaz

Roland Divathaz was founded in 1987 by Andras Berendi, a Hungarian businessman. Initially focused on producing ties, the company has since grown exponentially to become the largest Hungarian Fashion House in the market. It proudly represents seven premium global brands, including BOSS & HUGO (6 stores), with a longstanding partnership that has flourished for 25 years. Lukas Liska oversees the operations of franchise stores in the Czech Republic and Slovakia for HUGO BOSS, and established the joint venture LA Fashion Management in 2023 together with Berendi.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2023/Fernando-Alonso.html>

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

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