

**HUGO BOSS Eyewear celebrates the end of the Barcelona World Race with a great ad campaign.  
Alex Thomson back on the helm to race the Europa Race (1 July – 10 August 2011).**

4 May, 2011 – On the 22<sup>nd</sup> April, at 00:49 the *HUGO BOSS* IMOCA 60 sailed into Barcelona, crossing the finish line after 111 days and 10 hours at sea and ranking seventh in the double-handed non-stop, round the world, Barcelona World Race.

**The Sailing Project...**

On the beginning of April, as *HUGO BOSS* was going to reach the Equator, HUGO BOSS Eyewear launched its "Sailing" Project through the top European media with the catchline "Follow your vision". The ad campaign, tied to the fascinating Barcelona World Race, also includes a wide range of POS materials dedicated to the BOSS Black Eyewear Collection 2011.

**... and the new BOSS Black Eyewear Collection**

Now on show in the best optical shops, the new collection – 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 sporty sunglasses especially developed by Safilo for the HUGO BOSS Sailing Project. Available in opaque blue, red, matt black, gloss black and aluminum, these styles are ideal for sports activities but also for everyday wear (BOSS 0392/S and BOSS 0393/S).

**Next challenge, Europa Race**

The new BOSS 0393/S model is also dedicated to Alex Thomson and his crew. They will wear it for the first time in a new race. In fact, after celebrating the return of *HUGO BOSS*, the team supported by HUGO BOSS and HUGO BOSS Eyewear will prepare the boat to take part in the Europa Race. In keeping with the great tradition of fully crewed races over a number of legs, the Europa Race - which starts in Istanbul on 3 July with Alex Thomson back at the helm - brings together a fleet of fifteen boats every two years, raced by today's top sailors.

**"ALEX 99" sunglasses onboard with HUGO BOSS**

At 13:00 on 31 December 2010, 14 boats left Barcelona on a 25,000-mile sailing race around the world two-handed – non-stop over some three months. Among these was the yacht *HUGO BOSS*, an IMOCA 60 sailed by the partnership of Andy Meiklejohn from New Zealand (34) and Wouter Verbraak from the Netherlands (35). Verbraak came in as a last-minute replacement for the British skipper owner Alex Thomson (36) who underwent an emergency appendectomy 48 hours before the off. Boat and crew are supported by HUGO BOSS and HUGO BOSS Eyewear, the brand that includes ranges of spectacles and sunglasses produced by Safilo on license from the brand. As part of that collaboration, Safilo has designed and produced a special model of sunglasses, the "ALEX 99", now worn by the crew of the *HUGO BOSS*.

**Press Office: Safilo**, tel. +39.049.6985111, email [baldoi@safilo.com](mailto:baldoi@safilo.com) | **ISM Italia**, tel. +39.02.733403, email [abagno@ismitalia.it](mailto:abagno@ismitalia.it)  
**Web:** [www.barcelonaworldrace.org](http://www.barcelonaworldrace.org), [www.alexthomsonracing.co.uk](http://www.alexthomsonracing.co.uk), [www.imoca.org](http://www.imoca.org), [www.hugoboss.com](http://www.hugoboss.com), [www.safilo.com](http://www.safilo.com)