

Press Information

HUGO BOSS outfits Qantas Socceroos

Melbourne, October 13, 2009. HUGO BOSS has today announced it is to be the official formalwear supplier of the Qantas Socceroos for the 2010 FIFA World Cup. The players, coaching staff and senior management will be outfitted in HUGO BOSS' signature brand, BOSS Black, for all formal events.

Due to sport slim fitting suits, sharp shirts and custom designed ties, the team will cut quite a figure.

"HUGO BOSS is a perfect fit for us in more ways than one," said FFA CEO, Ben Buckley.

"Football players are synonymous with style and I know the players will appreciate looking good in HUGO BOSS at the many formal events they must attend as part of their responsibilities for the FIFA World Cup."

For several decades, HUGO BOSS has been energetically supporting an array of sports. Long before sponsorship programs became popular, the company recognised that its brand values - a sense of spirit, international flair and a drive for success, are ideally embodied by professional sports.

"The Qantas Socceroos embody national pride and unity on an international stage" said Haydn McLean, HUGO BOSS Australia's Managing Director. "We are very proud to support the team in their bid for next years World Cup."

HUGO BOSS' successful sponsorship activities began in 1972 when it first partnered with race driver, Jochen Mass. This involvement quickly established itself as a tradition, and other sports followed. Involvement with the Qantas Socceroos complements HUGO BOSS' work in motor sports, golf, tennis and sailing, rounding out its sports sponsorship activities.

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