

HUGO BOSS

Press Information

HUGO BOSS and the German national soccer team - #ReDefiningSuccess

Metzingen, May 23, 2018. This summer, all eyes will once again be on the German national soccer team. The players and the coaching staff are secure in the knowledge that they will be well dressed for the spotlight, as HUGO BOSS is outfitting them for this year's World Cup.

"Of course we will keep our fingers crossed for the German team. Exciting times and many athletic challenges lie ahead of them. It is important that the players feel good off the field in perfectly fitting outfits. That is why we are here. That is what we provide," says CEO Mark Langer.

The BOSS look, which the team will wear for travel as well as for professional appearances, consists of a dark blue suit that can be combined with a shirt, or with a knitted polo for a sporty look. The capsule collection is completed by a bomber jacket, a knit sweater and casual drawstring pants. All styles are in dark navy blue. Depending on the occasion, the individual elements can be combined in various ways. A special feature of these styles is subtle details in the team colors of black, red and gold, such as inside the jacket. A highlight piece is the knit sweater with a tonal print of the DFB eagle emblem.

Since 2013, HUGO BOSS has been the official fashion outfitter of the men's national soccer team, the U21 national team and the women's national soccer team, shaping the look of the players and the coaching staff led by Joachim Löw, as well as the team behind the team.

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“BOSS is always exploring new directions, just like us. Only those who constantly develop themselves, and push their limits, can play at the top,” says national coach Joachim Löw.

Photos showing the players wearing the BOSS looks can be downloaded at the following link:

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

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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