

Metzingen, June 12, 2023

## **PLAY LIKE A BOSS: MATTEO BERRETTINI RETURNS TO THE BOSS OPEN IN STUTTGART FOR 2023**

HUGO BOSS will return to the Weissenhof this year for the BOSS OPEN, following 2022's successful rebrand of the Stuttgart-based ATP tournament. BOSS brand ambassador Matteo Berrettini, who took the men's singles title at the BOSS OPEN 2022, will head to the Weissenhof's grass courts this year, along with a host of other notable players, including Stefanos Tsitsipas, Nick Kyrgios, Taylor Fritz, Frances Tiafoe, Denis Shapovalov, and Jan-Lennard Struff.

The BOSS OPEN 2023 will mark the first time that Matteo Berrettini will be dressed in the signature BOSS colors – black, white, and camel – from head to toe. A recurring face in BOSS's global campaigns, Berrettini mirrors the brand's core values with his enduring drive, passion, and positive attitude.

To celebrate his return to the BOSS OPEN, the Italian player has co-created a new capsule with BOSS. The collection features three key tennis essentials – a polo shirt, shorts, and a baseball cap – delivered in sleek, sportive style and timeless, neutral hues. The capsule will be complemented by an exclusive design of the GEL-RESOLUTION™ 9 tennis shoe. Created in collaboration with performance sports brand ASICS, and debuted on-court by Matteo Berrettini, the new design arrives in BOSS's iconic camel shade, with distinctive black-and-white accents on the uppers. The shoe style is made with ASICS's signature stability technology, which supports baseline players' lateral movements while keeping the foot comfortably locked in place with an innovative lacing system. It's completed with flexible uppers that maximize movement.

"I'm looking forward to getting back to the grass courts at the Weissenhof for what I'm sure will be another exciting BOSS OPEN with some great matches and, of course, amazing support from the audience. I am happy to mark this moment by collaborating with BOSS once again to create a capsule collection that combines sports with style," says Matteo Berrettini.

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BOSS OPEN attendees will be able to shop the BOSS x Matteo Berrettini collection, along with the co-created ASICS sneakers and other sporty apparel and accessories, in a dedicated pop-up store at the Weissenhof. With a striking exterior that resembles a sports holdall, and a contemporary interior with a tennis theme, the pop-up will get guests excited for the on-court action.

During the BOSS OPEN, the next generation of the seamless, high-performance BOSS x HeiQ AeoniQ™ polo shirt – which received a 2023 ISPO Award for setting new standards in the field of more sustainable performance apparel, will be available for purchase in the pop-up store and online. HeiQ AeoniQ™ is a revolutionary cellulosic yarn created from certified wood pulp – one of the many possible renewable raw materials from which it can be made. Its performance attributes are comparable to those of polyester.

In line with the sporting event's sponsorship, the ball kids and line umpires will be dressed in custom BOSS uniforms throughout the tournament. BOSS branding will be prominently displayed around the Weissenhof tennis complex, which has hosted the Stuttgart ATP tournament for over a century. Visitors will be greeted with a BOSS-branded archway at the entrance, and will be able to spot eye-catching displays from the brand – from 3D BOSS letters to a logo-adorned hot-air balloon – throughout the event space. On Center Court, statement-making BOSS signage will be in clear view of the audience, whether they're watching the action live at the Weissenhof or tuning in from home.

The BOSS OPEN will take place from Saturday, June 10 – with qualification rounds on June 10 and June 11 – until Sunday, June 18, 2023.

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.

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### About e|MOTION GROUP

As successful event organizer and trendsetter in sport marketing, e|motion group boosts its competitiveness through continuous development of events focused on tennis and thus also enhances its partners' and costumers' competitiveness, both nationally and internationally. Hence, the company generates added economic value for all participants.

In tennis e|motion group organizes the ATP 500 tournament "Erste Bank Open" in Vienna, as well as the "BOSS OPEN" in Stuttgart and the "Mallorca Championships" in Santa Ponca - two ATP 250 grass court events. On the women's tour, the company organizes the WTA 500 tournament "bett1open" in Berlin. In padel, e|motion group hosts the "BOSS Vienna Padel Open". e|motion group is managed by the two founders and owners Edwin Weindorfer and Herwig Straka.

### About ASICS

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded in 1949 by Kihachiro Onitsuka and is now a leading designer, developer and manufacturer of running shoes, as well as various sports footwear, apparel and accessories.

### About HeiQ AeoniQ™

HeiQ AeoniQ™ is HeiQ's key initiative to disrupt the textile industry. As the global leader in textile innovations, HeiQ aims to create the world's first climate-positive continuous cellulosic filament yarn through a proprietary manufacturing process, reproducing the properties of polyester and nylon yarns for the first time in a cellulosic, durable, biodegradable, and endlessly recyclable fiber. HeiQ has established HeiQ AeoniQ™ as a stand-alone company, allowing its business partners to participate from the development stage and be part of the team pioneering this initiative to reverse the carbon footprint in the textile industry. To make HeiQ AeoniQ™ possible, HeiQ entered a first-mover strategic partnership with HUGO BOSS, and together they turned HeiQ AeoniQ™ into a piece of garment. The LYCRA Company is involved in this initiative as the exclusive global distributor.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/spring-summer-2023/BOSS-OPEN.html>

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

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