

Metzingen, June 10, 2024

BOSS SERVES IN STYLE AS TITLE SPONSOR OF THE 2024 BOSS OPEN, STUTTGART

For the third time, the brand will be title sponsor of the BOSS OPEN at the Tennis Club Weissenhof, Stuttgart. Brand ambassador Matteo Berrettini will take to the ATP tournament's grass courts this year, dressed in tennis kits from BOSS, and play alongside fellow tennis stars Alexander Zverev, Frances Tiafoe, Jan-Lennard Struff, Ben Shelton, Christopher Eubanks, Andy Murray, and more.

"The BOSS OPEN is one of my personal highlights on the tennis calendar, so I'm very happy to return this year, play some great tennis, experience the positive atmosphere, and enjoy the wonderful crowd in Stuttgart. I'm ready to deliver my best and hopefully win the title again," says Matteo Berrettini who took the men's singles title at the BOSS OPEN 2022.

Tennis fans will be able to shop the BOSS x Matteo Berrettini capsule in the BOSS pop-up store during the event. This inspiring retail space – designed with a striking exterior that resembles a sports holdall – will also sell womenswear pieces and an exclusive merchandise collection, featuring branded hoodies, polo shirts, T-shirts, caps, and a keyring in BOSS-signature black, white, and camel hues. Additionally, complementary performance, athleisure, and ready-to-wear pieces from the brand will be available in the pop-up, along with BOSS Fragrances.

BOSS will invite a selection of its brand ambassadors and other talents to enjoy the action courtside. BOSS branding will be prominently displayed around the Tennis Club Weissenhof. On Center Court, statement-making BOSS signage will be in clear view of the audience, whether they're watching the action live in Stuttgart or tuning in from home. Between matches, attendees can enjoy the BOSS-branded entertainment area, featuring the BOSS Bar, a DJ, a claw-machine game, and a photo booth. At the space's personalization station, visitors can have a BOSS T-shirt or tote bag customized, providing a stylish memento of the event.

"Sport possesses an undisputed emotional power. There is always something there that people can relate to – whether it's the practice they do, a team, event or athlete they follow – there is a reason to connect and a feeling that ignites with it. Our presence in sport is a fundamental part of the mix that forms the BOSS cultural positioning. Tennis is a focus sport supporting our 24/7 lifestyle brand offering. We are proud to be entering the third year of partnership with the BOSS OPEN. It is a truly special tournament providing an opportunity to engage our fans and to expand our audience as we activate across the BOSS brand

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touchpoints. Whether via our storytelling, product drops, pop-up experiences, or personalized communications, we will share the energy and excitement of this event to inspire our consumers to take BOSS further into their lifestyle – from how they might BOSS their 'fit every day, to how they can be their own BOSS on the path they follow in life. And of course, we look forward to some great tennis as we welcome an impressive athlete lineup – it was a highlight for the BOSS OPEN to be the place where Frances Tiafoe made history by winning the title last year, and we are sure that this year there will be more magic moments made on court!" says Nadia Kokni, SVP of Global Marketing and Brand Communications at HUGO BOSS.

The BOSS OPEN will take place from Saturday, June 8 until Sunday, June 16, 2024. The BOSS x Matteo Berrettini capsule will be available online and in selected BOSS stores worldwide from June 12, 2024.

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 489 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 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/spring-summer-2024/BOSS-OPEN.html>

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

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