

Metzingen, November 9, 2023

## **BOSS LAUNCHES NEW CAPSULE WITH PERFECT MOMENT AHEAD OF MATTERHORN CERVINO SPEED OPENING SPONSORSHIP**

Fresh for the new ski season, BOSS is making a stylish return to the slopes with the launch of another BOSS x Perfect Moment capsule, uniting technical expertise with fashion-forward flair. The latest collection follows a first-edition collaboration with the Chamonix-born brand in 2022.

Featuring men's, women's, and gender-neutral pieces, the new BOSS x Perfect Moment capsule provides stand-out skiwear styles that keep quality, fit, and function front-and-center. In collaborating with Perfect Moment – a premiere, performance-focused, fashion and design-oriented skiwear brand – BOSS is taking its place on- and off-piste, getting noticed as the brand to wear by ski and snowboard enthusiasts, and bringing a fresh dusting of refined BOSS style to both the slopes, and après-ski hotspots.

Key styles in the performance-led BOSS x Perfect Moment offering include softshell duvet jackets, ski pants in Perfect Moment's hallmark flared cut, and insulating all-in-ones. The capsule also features designs that can be worn beyond the slopes, such as turtleneck slogan sweaters, knit hoodies, and thermal tops. Coordinating accessories, from gloves and beanies to bags and eyewear, round off the collection in vibrant style. The capsule's color palette combines classic BOSS neutral hues – black, white, and gray – with bold bursts of red. Pieces are enriched with co-created details and statement prints, including sporty chevron stripes and a red, black, and white houndstooth design that integrates Perfect Moment's signature star icon.

In a fitting debut, the BOSS x Perfect Moment capsule and campaign will be unveiled at the Matterhorn Cervino Speed Opening: the first border-crossing race in the history of the Alpine Ski World Cup. BOSS is the event's official partner.

Starting in Zermatt, Switzerland, and finishing in Cervinia, Italy, the Matterhorn Cervino Speed Opening offers exceptional scenery and a truly unique experience for participants and spectators alike. The highest alpine ski race and first downhill race to take place on a glacier

## **PRESS RELEASE**

BOSS LAUNCHES NEW CAPSULE WITH PERFECT MOMENT AHEAD OF MATTERHORN CERVINO SPEED OPENING SPONSORSHIP

Metzingen, November 9, 2023

Page 2

**BOSS**

– the world-famous Matterhorn – the event is an innovative winter sports challenge that reflects the pioneering spirit of BOSS. The men's races will be held from November 11-12, and the women's races from November 18-19, 2023.

The brand's sponsorship of the races will be visible around the event space, where the BOSS logo and iconic stripes will feature on banners at the sides of the track. During all race days, an eye-catching arch, marking the border between Switzerland and Italy, will be adorned with BOSS branding. Away from the run, giant, inflatable logo letters will delight the crowds. In the VIP area, a BOSS bar and viewing terrace will be decked out in the brand's signature style and hallmark colors, and a space will be dedicated to a ski challenge game sponsored by BOSS.

For the men's races on November 11, the cascade will be boldly branded by BOSS, and on November 12, competitors will be outfitted in BOSS-emblazoned bibs. Wowing the audience, a BOSS paraglider will fly down the track on both days before daily events begin. For the women's races from November 18-19, BOSS branding will take over the start hut at the top of the course and banners alongside the racetrack.

The BOSS x Perfect Moment capsule collection will be available from November 10, 2023, at selected BOSS stores worldwide, at [boss.com](https://boss.com), and at [perfectmoment.com/en-gb](https://perfectmoment.com/en-gb). Prices vary from €119 for beanies to €1,800 for men's ski one-pieces.

High-resolution images can be downloaded from:

BOSS x Perfect Moment:

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2023/BOSS-x-Perfect-Moment.html.html>

Matterhorn Cervino Speed Opening

<https://press-service.hugoboss.com/press-portal-pages/boss/fall-winter-2023/Matterhorn-Cervino-Speed-Opening.html>

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

**PRESS RELEASE**

BOSS LAUNCHES NEW CAPSULE WITH PERFECT MOMENT AHEAD OF MATTERHORN CERVINO SPEED OPENING SPONSORSHIP

Metzingen, November 9, 2023

Page 3

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.

About Perfect Moment:

Perfect Moment was born in the mountains of Chamonix. The technical sportswear brand was founded in 1984 by former French World Cup skier turned extreme sports filmmaker, Thierry Donard. In 2010 the British-Swiss entrepreneurial couple Jane and Max Gottschalk took ownership of the brand and infused it with a fashion-forward edge. Under Jane's direction, the Perfect Moment design team, reinvigorated the heritage brand with retro spirit and a fashion-led aesthetic, as well as improving fit while maintaining its best-in-class functional materials. In 2022, celebrity couple Nick Jonas and Priyanka Chopra-Jonas took a minority investment in the brand. Today, Perfect Moment is headquartered in London and extends its reach beyond the realm of snow, offering high-performance lifestyle clothing that makes a major style statement – for perfect moments on and off the slopes. Perfect Moment manufactures and directly distributes its clothing and accessories collections through its online store via perfectmoment.com and is stocked in the world's most highly regarded international department stores and multi-brand outlets.

About the Matterhorn Cervino Opening:

The Matterhorn Cervino Speed Opening is the first cross-border Ski World Cup race in the history of the World Cup. The start is on Gobba di Rollin above Zermatt in Switzerland at 3,800 meters above sea level, while the finish is above Cervinia in Laghi Cime Bianche in Italy at 2,865 meters above sea level. This makes the Matterhorn Cervino World Cup races the highest downhill races in the World Cup calendar. The "Gran Becca" course was designed by Olympic downhill winner Didier Défago.

For any specific queries, please contact [press@hugoboss.com](mailto:press@hugoboss.com).

**BOSS.COM**

INSTAGRAM: [instagram.com/boss](https://www.instagram.com/boss)

FACEBOOK: [facebook.com/hugoboss](https://www.facebook.com/hugoboss)

YOUTUBE: [youtube.com/boss](https://www.youtube.com/boss)

TIKTOK: [tiktok.com/@boss](https://www.tiktok.com/@boss)

**PRESS RELEASE**

BOSS LAUNCHES NEW CAPSULE WITH PERFECT MOMENT AHEAD OF MATTERHORN CERVINO SPEED OPENING SPONSORSHIP

Metzingen, November 9, 2023

Page 4

**BOSS**

**PERFECTMOMENT.COM**

INSTAGRAM: [instagram.com/perfectmomentsports](https://www.instagram.com/perfectmomentsports)

FACEBOOK: [facebook.com/perfectmomentsports/](https://www.facebook.com/perfectmomentsports/)

YOUTUBE: [youtube.com/@perfectmomentsports](https://www.youtube.com/@perfectmomentsports)

TIKTOK: [tiktok.com/@perfectmomentsports](https://www.tiktok.com/@perfectmomentsports)