

Metzingen, January 10, 2024

BOSS ENTERS THE 2024 TENNIS SEASON WITH NEW WOMENSWEAR BRAND AMBASSADORS AND CO-CREATED DESIGNS WITH MATTEO BERRETTINI AND ASICS

To open the 2024 season in style, and to reinforce its strong ties with tennis, BOSS is proud to welcome two new womenswear brand ambassadors: tennis talents Noma Noha Akugue and Ella Seidel.

Akugue and Seidel have already established themselves as 'ones to watch' and will enter the qualification rounds of Australia's top tennis tournament outfitted in specially designed sportswear from BOSS, including plisse-hem dresses or skirts, technical tops, and layered shorts in color-blocked designs complete with signature logo details. Both players will sport elegant hues of black and soft cream.

The players' on-court looks will give fans a taste of what's to come later in 2024. In line with the brand's growth-acceleration strategy in womenswear, with the aim to offer consumers a 24/7 wardrobe, BOSS will release its first women's tennis capsule.

Akugue, aged 20, has been playing tennis since the age of three, and appeared in her first WTA final in Hamburg in July 2023. On joining forces with BOSS, she says: "I am delighted to be welcomed into the BOSS family as an ambassador. I feel inspired by the brand's ethos, and always strive to 'be my own BOSS' – both on and off the court. I'm excited by this opportunity to put women's tennis firmly in the spotlight and forge a deeper connection with my fans."

Seidel, aged 18, won the 2023 W60 event in Bratislava and reached the W60 finals in her hometown, Hamburg, in the same year. She is notable for her powerful play from the baseline. Speaking about joining BOSS as a brand ambassador, she says: "It is a real pleasure to enter this partnership with BOSS at this exciting point in my career. I admire the brand's continuous support for tennis – and sports in general – and am looking forward to channeling BOSS energy, confidence, and courage into my games."

Matteo Berrettini – BOSS ambassador and campaign face since 2022 – will also be starting the tennis season at the Australian tournament. To mark the occasion, the Italian sporting star has co-created a new capsule with BOSS, destined to be worn on the court. The new arrivals from BOSS x Matteo Berrettini include fresh takes on sports staples – polo shirts,

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shorts, and baseball caps – available in black or white, and detailed with signature-stripe trims. For a relaxed aesthetic and effortless post-workout styling, the range is rounded off with comfortable essentials: zip-through hoodies, drawstring-trimmed joggers, and logo T-shirts, also offered in black and white. Special garment technologies feature on select pieces to boost their performance, including NOBLE's odor-controlling Ionic+® technology – which harnesses the power of positive ions to fight microbes on soft surfaces – and S-Café® fabric, derived from a technology using recycled coffee grounds, which boasts moisture-managing as well as UV-protective qualities.

The capsule will be complemented by an exclusive design of the GEL-RESOLUTION™ 9 tennis shoe, created in collaboration with ASICS and debuted on court by Matteo Berrettini. The performance-gear style is refreshed in timeless white, with distinctive camel and black accents on the uppers and bold BOSS logos on the rear outsoles. The shoe is made with ASICS's signature DYNAWALL™ technology for improved stability, which supports baseline players' lateral movements while keeping the foot comfortably locked in place with an innovative lacing system. It's finished with flexible uppers that maximize movement. This will be the third product drop from ASICS x BOSS x Matteo Berrettini, following on from successful releases of the same sneaker in different colorways in June and August 2023.

To welcome tennis fans to Australia in statement-making BOSS style, pop-up stores will be opened in Terminal 2 and Terminal 3 of Sydney's Airport. In picturesque surroundings featuring tennis-themed décor – including a BOSS take on the classic umpire's chair – visitors will be able to shop the new BOSS x Matteo Berrettini and ASICS x BOSS x Matteo Berrettini styles, along with a selection of complementary, modern sportswear from the brand's main menswear offering.

The new designs will also be available for purchase online at boss.com, as well as in selected stores from January 10, 2024.

High-resolution images can be downloaded from:

<https://press-service.hugoboss.com/press-portal-pages/boss/spring-summer-2024/Tennis.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

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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.

For any specific queries about the new collection, please contact press@hugoboss.com.

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