

HUGO BOSS eyewear, Alex Thomson and the Transat Jacques Vabre

HUGO BOSS skipper confirmed Guillermo Altadill as co-skipper for the race that will start from Le Havre on October 30th. The duo will race aboard the boat that won the Route du Rhum 2010

Portsmouth, UK, September 2011 - Alex Thomson Racing announced that Guillermo Altadill, the celebrated Spanish round-the-world sailor, will be joining Alex aboard HUGO BOSS for the 2011 edition of the Transat Jacques Vabre race, which starts in Le Havre on Sunday October 30th. Skippers, boat and crew are supported by HUGO BOSS and HUGO BOSS Eyewear, the brand that includes ranges of optical frames and sunglasses produced by Safilo on license from the brand.

The Sailing Project and the new BOSS Black Eyewear Collection

As part of its "Sailing" Project, Safilo has expanded its BOSS Black Eyewear Collection range, and in April, launched an international ad campaign linked to the exhilarating Barcelona World Race, using the tagline "Follow Your Vision". Now available in fine eyewear stores, the BOSS Black Eyewear Spring/Summer Collection 2011 – which still includes the "ALEX 99" (BOSS 0338/S and BOSS 0338/N/S), the official eyewear worn by skipper Alex Thomson and his crew – also presents new sports sunglasses especially developed by Safilo for the HUGO BOSS Sailing Project. Available in opaque blue, red, matt black, gloss black and aluminium, these styles are ideal for sports activities but also for everyday wear (BOSS 0392/S and BOSS 0393/S).

HUGO BOSS Sailing Team at the 10th edition of Transat Jacques Vabre

The Transat Jaques Vabre, first raced in 1993, retraces a route across the Atlantic which was traditionally used by the coffee trade. This year, the 10th edition of the race will see a fleet of more than thirty boats line up with hopes to be the first in their respective classes to cross the finish line in Puerto Limón, Costa Rica.

'Guillermo and I have now participated in several races together, including the Fastnet, and it's a partnership that works well' said Alex, who, alongside Guillermo, has started a comprehensive training schedule for the race, both on and off the water. 'Guillermo's extensive ocean racing experience, both solo and as part of a crew, complements my own experience well, and we're excited about getting the TJV underway.'

Alex and Guillermo will be sailing the race aboard the Farr-designed IMOCA 60 from OC ThirdPole. 'Following the Fastnet, we decided to bring forward our refit work on the Juan Kouyoumdjian-designed boat, and we took this opportunity to utilise a fast and proven boat that is ready to go' said Stewart Hosford, Managing Director of Alex Thomson Racing.

BOSS Black Eyewear racing with HUGO BOSS

Alex Thomson and his team have the support of HUGO BOSS and HUGO BOSS Eyewear, the brand that includes the collections of sunglasses and eyeglasses designed, manufactured and distributed by Safilo under license. Within this partnership, Safilo has launched the special model "ALEX 99" (0338/S and 0338/N/S) and in its wake the new sunglasses 0393/S and 0392/S.

About HUGO BOSS

The sponsorship portfolio of HUGO BOSS focuses on three major sports; Golf, Formula 1 and Sailing, as well as other sponsorship interests, which already include Tennis (Davis Cup) and Football (Mario Gomez, FC Bayern Munich). In sailing, HUGO BOSS gets another platform to demonstrate its fashion competence both on the boat and shore-side. HUGO BOSS provides Alex and the crew with highly functional outfits for all possible weather conditions around the globe, and dresses the crew for every celebration function in the smartest possible way.

Alex Thomson key facts

One of Britain's most talented sailors - having set two world records, Thomson is the youngest skipper ever to win a round the world race. Date of birth: 18th April 1974 - Place of birth: Bangor, North Wales - Lives: Titchfield, Hampshire - Title Sponsor: HUGO BOSS - Yacht: IMOCA 60 HUGO BOSS - Sailing: 16 years experience - Next Event: 2011 Transat Jacques Vabre - Inspiration: Sir Keith Mills. Alex met Sir Keith during the 1999 Clipper Round the World Race and together they founded *Alex Thomson Racing* in 2003.

Press Office:

Safilo, Milano tel. +39 02 76020154, **Padova** +39.049.6985111, email pressoffice@safilo.com

ISM Italia, tel. +39.02.733403, email abagno@ismitalia.it

Web: www.alexthomsonracing.co.uk, www.imoca.org, www.hugoboss.com, www.safilo.com