



Press Release

FC Bayern – suited by BOSS

The German Champions will step out in BOSS style on the road to Shanghai

Metzingen, July 13, 2017. Two major German players in the worlds of football and fashion unite to set out on a journey of success. FC Bayern partners with HUGO BOSS, as they embark on the International Champions Cup wearing specially designed styles from the BOSS collection.

The football club will step out for the first time in the new collection this month when traveling to Asia and for the following events as part of the 2017 International Champions Cup in China and Singapore.

Germany's most successful club, FC Bayern is the reigning champion of the Bundesliga and holds the record for the most titles and cups. The team is a major contender at the International Champions Cup and all eyes will be on their upcoming performance. It is this same dynamism and precise focus on everything they do that makes HUGO BOSS and the team a perfect fit.

Mark Langer, CEO of HUGO BOSS, commented on the partnership: "We are honored to work with a team of this caliber. As a brand, we are dedicated to dressing those who strive for success in their field and Bayern is the epitome of that."

Karl-Heinz Rummenigge, Executive Board Chairman of FC Bayern stated, "HUGO BOSS is synonymous with quality and professionalism, so for us the brand is the perfect partner to team up with. We are constantly on-the-go, travelling from one match to the other and BOSS collections offer impeccable styles that cater to this active lifestyle."



The players will wear two looks developed exclusively for Bayern. Created by the BOSS design team, the official collection references the red and blue detailing of the club logo.

For formal events, the squad will wear a dark blue slim-fit suit, crafted from the finest Italian wool with natural stretch for comfort and ease of movement for the team's busy schedule. Completing the tailoring, the players will wear a sharp spread-collar shirt in stretch-cotton fabric and a blue silk knitted tie with a red edge.

While traveling, the squad is outfitted in easy-to-wear cotton chinos combined with a modern denim shirt and a hooded jacket in lightweight nylon as the final layer. Paired with leather sneakers, the look is sartorial without compromising the comfort required by the fast-paced lifestyles of global travelers.

BOSS will also outfit the team officials in sharp-cut tailoring featuring the same custom design and palette, inspired by FC Bayern's colors.

The collection is available exclusively in the BOSS store within the APM Mall in Shanghai, the Munich flagship and the Munich airport store. Selected items from the collection are available in stores worldwide from August 2017.

Pictures of the players in their BOSS looks and sketches of the exclusive FC Bayern outfits can be downloaded from the following link:

http://press-service.hugoboss.com/collections/FC_Bayern_Munich/

Further information on HUGO BOSS can be found at hugoboss.com.