

**BOSS Black Eyewear with Alex Thomson in his successful attempt
to set the new solo monohull transatlantic record for 60-foot Open monohulls**

The British skipper left Ambrose Lighthouse (USA) on July 17th at 19.09GMT. On July 26th at 17:17 GMT he crossed the finish line located at Lizard Point (UK) after 8 days 22 hours 8 minutes at sea. On board his racing yacht he chose to wear mod. BOSS 0441/S sunglasses, one of the new styles of the BOSS Black Eyewear Collection 2012

Padua, July 27th, 2012 – British skipper Alex Thomson - major talent in international yacht racing sponsored by HUGO BOSS since 2003 - established a new solo record crossing the Atlantic Ocean from West to East on board his “HUGO BOSS” IMOCA 60. During his fantastic ride from continent to continent he chose to wear **mod. BOSS 0441/S** - one of the new sunglasses of the BOSS Black Eyewear Collection 2012. This style is the ideal eyewear for leisure time and outdoor activities: its pure injectionmoulded wraparound shapes combine a trendy feel with latest technical details, such as the adjustable metal nose pad, injected rubber and polarized lenses, ensuring excellent vision.

The 38 year old sailor crossed the line at 17:17 GMT (18:17 BST) setting the new time at 8 days 22 hours 8 minutes, smashing by more than 24 hours the previous record, subject to ratification by the World Sailing Speed Record Council, which had been held for 10 years and arriving in time to get back for the London Olympic Opening ceremony.

It has been a long few days, said Alex. The first half from New York was great with weather conditions in our favour, but things started to slow down the closer I got. But the wind has held out this morning and it's so fantastic to have broken this record.

Alex set sail from New York on July 17th at 19.09 GMT to cover 2800 nautical miles in a quest to break the record for what is officially known as the ‘West to East Ambrose Lighthouse to Lizard Point Under 60ft Single-Handed Monohull Record, Male’, which sat at 10 days, 55 minutes and 19 seconds, and was set by Swiss sailor Bernard Stamm 10 years ago.

His secondary aim was to get home in time for the 2012 London Olympic Games Opening Ceremony in order to support Chairman and good friend, Sir Keith Mills.

When I set off I had no idea if I was going to be able to do it. And it has been hard. Lack of sleep, broken instruments on the boat and constant exposure to the elements has really taken it out of me. But it's such a good feeling to have beaten it by such a great margin, said Alex.

But the record breaking achievement is only half of the story. Alex is in fact lining up to attempt to be the first Brit ever to win the gruelling single-handed round-the-world race, the Vendée Globe, leaving from France in November on board his 60ft monohull, HUGO BOSS. And this record breaking achievement puts him in good stead.

This record attempt was also a training exercise for the Vendée Globe, said Alex. We felt this record attempt would put me under real pressure and stimulate race conditions and I have felt a real value in it.

He is one of three British competitors who will take part in the non-stop, solo, unassisted round-the-world yacht race starting in Les Sables d’Olonne in France, on November 10th. Currently only 50% of attempts to complete the race have been successful in the race known as the ‘Everest of sailing’.

About Alex Thomson

Alex Thomson is the youngest skipper ever to win a round the world race, claiming victory in the 1998/99 Clipper Round the World Race; a record he still holds today. Alex then launched onto the solo racing scene with a bang, breaking the world distance record in 2003. However his first two solo round the world attempts were met with frustration when structural failure of his yacht forced him to retire early from the Vendée Globe 2004 and Velux 5 Oceans Race 2006.

He went onto victory in the 2008 Barcelona World Race, securing a 2nd place podium finish, and setting a second monohull world distance record. Alex then set his sights firmly on becoming the first Briton to win the world's toughest sailing challenge; the solo 26,000 mile non-stop Vendée Globe Ocean Race. However only 3 weeks before the Vendée Globe was due to commence in November 2008, Alex's boat was dramatically struck by a French fishing vessel. His team fought against the clock to finish the repairs in record time to achieve the impossible – and get Alex to the start line. Alex's dreams were shattered after only 3 days when he discovered HUGO BOSS was letting in water. On inspecting the damage it was concluded that the repairs could not be completed in time to get Alex back to the race. Devastated, Alex announced his retirement from the Vendée.

In November 2011, Alex completed the Transat Jacques Vabre double-handed race from Le Havre, France to Puerto Limon, Costa Rica, securing another 2nd place podium finish. He is now even more determined to achieve his dream to become the first Briton to win the Vendée Globe, which begins in Les Sables d'Olonne on 10 November 2012.

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 and Football (Mario Gomez). 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.

BOSS Black Eyewear racing with HUGO BOSS

Alex Thomson and his sailing 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.

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