

APPAREL AND ACCESSORIES

Hugo Boss dresses Porsche's Formula E racing team

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Porsche x Boss collection will be available in March. Image credit: Hugo Boss

By STAFF REPORTS

German automaker Porsche is working with a luxury fashion brand to outfit its racing team with menswear.

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Menswear label Hugo Boss will provide Porsche's Formula E racing team with a series of outfits, as Porsche joins E racing. Hugo Boss has been an established partner in the racing series.

Suits and cars

A special capsule collection will allow fans of the race and the team's outfits to adopt the look themselves.

In March 2017, the collection will on sale on Hugo Boss' Web site.

The look includes a trim suit, white shirt, black tie, leather blouson and red zip-front top and black jeans.

Hugo Boss often partners with racing series to better its image with its male clientele. This will be its second year as a sponsor to the electric racing series.

Porsche's racing team acts as the models for the capsule collection promotion.

Porsche x Boss collection

"The new collaboration will center on the two companies' involvement in Formula E racing and will include a Porsche x BOSS capsule collection," says Hugo Boss on its social pages.

The racing team joins the Formula E circuit this December.

Hugo Boss also recently capitalized on an iconic moment from its past with a recreation of a famous piece to celebrate the "King of Pop."

Late musician Michael Jackson released his famous album "Thriller" in 1982, the cover of which featured the singer wearing a white suit from the German brand that would go on to be an iconic representation of his work. Hugo Boss brought this suit back, allowing fans to purchase a new version of the piece in a limited edition ([see story](#)).

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