

SPORTS

Hugo Boss sets sail with sustainable boat

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Hugo Boss CEO Mark Langer with Alex Thomson. Image courtesy of Hugo Boss

By STAFF REPORTS

German fashion brand Hugo Boss has christened a new yacht that aims to sustainably provide speed for British racer Alex Thomson.

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With sights on helping Mr. Thomson win the 2020-21 Vende Globe, Hugo Boss worked with a team to develop an IMOCA 60 vessel for the race. In addition to ambitions for the challenge, Hugo Boss is seeking to help Mr. Thomson sail around the world without the use of fossil fuels.

Yacht debut

The Vende Globe is an around-the-world race in which solo participants journey nonstop and unaided across the oceans. Mr. Thomson has previously placed third in 2013 and second in 2017, and he aims to take home first place in the upcoming race.

In the three-decade history of the race, it has only been won by French sailors.

Along with working with the Alex Thomson racing team, Hugo Boss brought in naval architects VPLP and boat builder Jason Carrington to the project.

Industrial designer Karim Rashid oversaw the boat's branding, which included the use of a fluorescent pink hue.

The 7.6-ton yacht was crafted carbon fiber to make it lighter, while the boat's hydrofoils have been given a redesign to make the ship faster. For the first time in the competition, the boat's cockpit was moved inside to protect the sailor from the elements.

The Hugo Boss yacht

Hugo Boss' logo appears in silver carbon, making it an integrated part of the ship.

Sustainability was a key consideration in the yacht's design.

Solar panels on the deck and coach roof will power Mr. Thomson's communication and navigation systems. The yacht also has an electric motor and battery.

The innovation also extends to augmented intelligence features developed by Alex Thomson Racing and Nokia Bell Labs. Sensors and cameras will help Mr. Thomson better understand his journey.

After a christening and inaugural sailing on The River Thames on Sept. 19, the boat will be making its first racing appearance on Oct. 27 as Mr. Thomson competes in the Transat Jacques Vabre from France to Brazil.

The Vende Globe will kick off Nov. 8.

"Hugo Boss and Alex Thomson Racing have always shared the same drive to succeed and to innovate," said Mark Langer, CEO of Hugo Boss, in a statement. "This has formed the basis for this long-term partnership, and we are excited about this new chapter in our collaboration."

Along with sailing partnerships, Mr. Thomson has also appeared in Hugo Boss' marketing.

Hugo Boss promoted its eyewear to a new batch of clients with a daring #SkyWalk.

For the stunt, solo-round-the-world sailor Mr. Thomson, clad in the brand's products, combined sailing and kiting to overcome both his fear of heights and the elements. The broad appeal of extreme stunts helped Hugo Boss convey its confidence and ambition to new audiences ([see story](#)).

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