

# BY GODFREY ROBERT FROM JUST BEING A KEY SPONSOR TO COMPETITOR

HUGO BOSS MANAGING DIRECTOR LAM SEES THE BT LEAGUE AS A TARGET MARKET FOR COMPANIES

erman fashion house Hugo Boss has been associated with The Business Times Corporate Golf League as a key sponsor for a few years now. Now, the popular brand has taken a step further and has entered a team for the competitive 12-team league. Hugo Boss managing director Steven Lam is an avid golfer, but work and family commitments have not given the affable boss enough time to work on his game. Still, he enjoys playing for his team and has dangled a carrot if his team were to finish champions. Lam, a 16-handicapper “on my best day”, also explains why the company sees the BT League as a great tournament.

**What made Hugo Boss, a key sponsor previously, decide to compete in the main competition this time?**

BT League is a good platform to develop our golf brand in the local corporate community. The Business Times League has a very strong local network of golfers and definitely the target market on and off the golf course.

The Business Times team have also been very supportive of the brand and it was a natural decision to take our partnership further. Ivan Chua, the team captain, helped put together a great bunch of guys who have been wonderful advocates of the Hugo Boss Brand. Successful, dynamic and overall great guys! We had the right platform and a solid team to go with it.

**How did you get into playing golf? How often do you play, and where?**

I started playing when I was doing my undergraduate studies in the US and there was a golf course right next to my school. I used to play quite a bit when I was younger but had to stop with the arrival of my two kids. I hope that when they are older, they will be the reason for me to play more golf again!

I play at Warren and at Jurong before it was closed, but not as often as I like to because of my travelling and weekends are much more precious with the kids.

**What is your impression of the Business Times League? How does it help your company?**

Golf is one of the sports that Hugo Boss focuses on and made its first foray into golf sponsorship in 1985 by supporting Bernhard Langer.

This marked the beginning of an ongoing association with the sport that currently includes Martin Kaymer and Henrik Stenson. Interestingly, we have been getting a lot of enquiries about the brand from corporate events and I once had a guy come up to me at the Business Times League asking me how to get into the BOSS team and if there were try-outs! We are definitely getting the word out there that Hugo Boss has a great golf collection.

**If you are given a chance to play golf with three other players, who would you choose on your flight? And why?**

Martin Kaymer, Henrik Stenson and Joseph Schooling. I think the level of competition will be intense.

**Hugo Boss is lying in the second half of the 12-team table. I understand that you had promised your players a treat if they win the league. But with three legs remaining, anything can happen in this format. What is the carrot that you have thrown at your players?**

That they will each get a customised



BOSS Green Golf Bag with their names on it and that they will automatically be part of the BOSS team next year. They will not have to go through the extremely stringent selection process again set up by our Team Captain at the beginning of the season to get into the team! Trust me, the trials were very difficult.

**Have you played in any of the legs? If yes, how did you fare, and if there was one thing that impressed you, what was it? If you haven't played, when are you intending to play, and what would be your target?**

Yes I have played in the first two

rounds and I know I need to practise a lot more, competition is quite intense! I am very impressed with the personal and professional networks that the different teams have. There is a high level of competition yet there is comradery developed among the teams and within the group. I have got to meet very interesting and diverse business people, professionals and very good golfers. Definitely inspirational to go hit the driving range a lot more and to get my game up a few levels.

**Why do you like the R8?**

I think Tony Stark looked super cool in the R8 in the original Ironman.



**AUDI R8 SPECIFICATIONS & FEATURES**

**Model name:** Audi R8 Spyder  
**Engine:** 5204cc, V10  
**Power:** 540hp  
**Torque:** 540Nm  
**Top speed:** 318km/h  
**0-100km/h:** 3.6s  
**Consumption:** 8.7L/100km  
**Price:** \$882,000 incl. COE

**Features:**

- Multimaterial Audi Space Frame (ASF) construction using aluminium and carbon fibre
- Quattro all-wheel drive system with mechanical locking differential to deliver maximum traction and handling in all conditions
- Driver-focused cockpit with Audi virtual cockpit and R8 performance steering wheel
- Full LED headlights and tail lights with dynamic turn signals
- Audi magnetic ride damper control system
- Bang & Olufsen Sound System with loudspeakers integrated into the head restraint of each seat

photos by Tharm Sook Wai, courtesy of Audi