

10 OUT OF TEN



To celebrate a decade of successful, classic fragrances by HUGO BOSS – sponsors of the England cricket team – leading batsman Ian Bell picks out his sporting highlights of the last 10 years

BELL ON THE BALL

England's number three explains how his style has developed in the last decade

Face up "With the amount of time we spend outside in the sun, obviously we have to use skin products like moisturisers and SPF. It's something we're all pretty aware of." BOSS recommends SKIN Instant Moisture Gel SPF15.

Smell right "It's important to smell good when we're off the field, so when I go out, I usually wear BOSS by Hugo Boss. It's a bit of a classic, and definitely one to give you the confidence you need when you're out."

Pick your style "Some of the players, like Kevin Pietersen and Stuart Broad, are a bit forward with their fashion choices. I'm more comfortable in a BOSS suit. It fits perfectly and looks good with a formal shirt or just a t-shirt to dress down."

Which game of cricket has stuck in your mind most clearly in the last decade?

"The first game of cricket I ever watched. It was Warwickshire vs Sussex at Lord's and I was 14. It was my first proper game, and that's why I wanted to become a professional cricketer."

What's been the best tour you've been on in your ten years? "Australia, the Caribbean, South Africa – they're all great in different ways. I'm not one of those people that gets homesick."

You won your first one-day man of the match award in 2004/5. Did you feel like you were starting to emerge? "The experience I got from being away and being around international cricketers all the time was a big help. We were playing Zimbabwe, which isn't one of the stronger teams, and we had a pretty young side out there but it was nice to get recognition for doing well."

What was your Ashes 2005 experience?

"We'll never see a series quite like that again. Every game bar the first one could have been won by either team and it was so intense. The reaction of the public was the biggest surprise. When we all found out that we were getting on a bus through Trafalgar Square it was incredible."

Who has been the toughest opponent you've faced in the last ten years and why?

"Australia, in Australia. It's absolutely relentless. The 2006/7 tour was the toughest cricket I've been involved in, and the likes of McGrath and Warne are the standout performers I've played against."

Describe your Test debut knock of 70 against the West Indies.

"Fantastic. That summer England won seven out of seven Test matches so English cricket was on a massive high. I remember the buzz of the whole ground at the Oval when we won."

You've scored seven Test centuries, which is your favourite and why? "Every one of them is special. But the first one that I ever got at Lords was most special. It's the best place to play in the world. Every day you walk through the Long Room and you see the history."

What's been your most enjoyable win the last ten years?

"The last Test we played at Old Trafford, against New Zealand. We played pretty poorly for the first three days and then to turn it around to win when we were 180 runs behind in the second innings was a great feeling. We showed we've got a bit of character as a side."

In March 2008, you became the 2nd fastest England player to reach 2500 international runs. What did that mean to you?

"I didn't know about it at the time – I picked it up on the TV highlights. It means something when you see the list of names of people that you've gone past and that David Gower's the only one ahead of me."

How have you enjoyed working with BOSS in the last few years?

"Obviously it's a great partnership for the boys in the team: there's more and more interest in looking and smelling good, and BOSS is the perfect partner for us in that respect."

LIMITED OVERS

From limited overs to limited edition, BOSS passes the test with its Collector's edition of BOSS by Hugo Boss. The fragrance has the traditional values of elegance and style, portrayed by simple, clear lines that make it an iconic classic.



BOSS by Hugo Boss Collectors Edition: 50ml EdT £35; 100ml EdT £45