

Diesel

Unpredictable,
dynamic vitality
and energy
guided by
imagination
and passion.

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DIESEL

Diesel refuses to follow established trends and delivers a unique Brand message. Innovative and sometimes radical, the brand always pays careful attention to detail.

It's this obsessive behaviour that has reinforced Diesel's position as the 'Premium of casualwear'. The brand is now present in over 80 countries, with 320 stores worldwide and celebrity fans that include Dirty Pretty Things, Kate Moss and actresses Scarlett Johansson and Keira Knightley.

Diesel was created by Renzo Rosso in 1978. Its menswear collection was launched in 1979, and by the early 1980s was gathering worldwide appeal. In 1985, Rosso became the sole force behind the brand, introducing womenswear in 1989.

Other extensions were added to the brand's portfolio, including Diesel Kids and 55DSL – an urban fashion collection for men and women. 55DSL is now run as an independent company, headed up by Andrea Rosso, Renzo's son.

Diesel leads the world in innovative denim due to its pioneering research into washes, treatments, cuts and detailing. Each style is made in limited numbers and produced in Italy.

Diesel launched its DieselDenimGallery collection in 2004, a premium line of limited edition designs and washes sold exclusively through select stockists in the UK. There are DieselDenimGallery stores in New York and Tokyo featuring installation spaces for up and coming artists.

At the end of 2005, Rosso turned 50 and to celebrate his birthday a book containing the story of Diesel was published, aptly entitled 'Fifty'. The book shows how Diesel applies its unique thinking to everything it does – not just clothes and accessories.

In February 2005 Diesel presented its first catwalk collection at New York Fashion Week. Now in its fourth season, it has become a recognised presence that supports the brand's increasingly sophisticated and aspirational collections.

In 1991, Diesel launched its global marketing strategy. Part of the brand's success has been due to its ironic and quirky advertising campaigns. The 'For Successful Living' slogan created a unique positioning that changed the world of youth communication for ever after.

Diesel has a strong interest in nurturing creative talents of the future through projects such as the Diesel-U-Music competition for new musicians (which debuted Mylo and Tom Vek, to name just two); International Talent Support – ITS# – a fashion competition for students and young designers; the Raindance Film Festival in London; and Diesel Wall – an international opportunity for young artists to showcase their work on monumental, freestanding vertical walls in various European cities.

With new talents in mind, Diesel purchased Staff International, the Italian company that manufactures and distributes licensed brands DSquared, Vivienne Westwood, Martin Margiela and is a creative melting pot of new talents and styles. In July 2002, Renzo Rosso acquired Maison Martin Margiela as its majority shareholder.

In 2006 the brand launched a new jewellery collection and a deal was signed with the luxury division of L'Oréal



to launch a new Diesel fragrance. It also opened its flagship store on London's Bond Street, which, as founder Renzo Rosso expresses, is a big part of taking the brand forward. "London is a great example of how Diesel is moving forward, the opening of the Bond Street store is the next official step into what I call 'premium' casualwear." 2007 will also see the launch of the first Diesel underwear collection.

The Diesel Farm, started 11 years ago is one of Rosso's passions. Situated in Italy's Marostica Hills, it now produces Rosso di Rosso and Bianco di Rosso wines and extra virgin oil that for the first time are being stocked in leading UK restaurants through Les Trois Garçons, Zuma, Roka, River Café and Lounge Lover.

Rosso remains the driving force behind Diesel, passionate about the brand he has nurtured. Put simply, he says: "Diesel is not my company – it is my life."