



OTB PRESENTS THE ITALIAN FASHION VALUE CHAIN IN THE "M.A.D.E., MADE IN ITALY, MADE PERFECTLY" DOCUSERIES

- *The OTB project that shines a light on the best Italian craftsmanship draws to a close*
- *The stories of the companies featured in the series have reached millions of people in Europe, Japan, China and the USA, telling the world about the Italian fashion value chain*
- *The final episode, featuring OTB Chairman and Founder Renzo Rosso, will be broadcast on 15 April to mark the first National Made in Italy Day*

Breganze (Vicenza), 12 April 2024 – The project organised by OTB, the international fashion and luxury Group led by Renzo Rosso, to give a voice to the Italian value chain – *M.A.D.E. - Made in Italy, Made Perfectly* – is drawing to a close. Launched on 15 September 2023 at the Ministry of Enterprise and Made in Italy (MIMIT) in the presence of Minister Adolfo Urso, the docuseries presents the fascinating stories of OTB's partner companies, who represent the excellence of Italian fashion.

The episodes recount the stories of the people whose talent and craftsmanship have helped build Italy's reputation in the fashion industry, to the point where the country is now the highest expression of quality and expertise.

An acronym for Manuality, Artisanhip, Dedication and Excellence, over the months the MADE campaign has paid tribute, in a series of videos, to the unique skills of the people behind the scenes who are the real artists of Made in Italy.

The inspiring stories presented in the docuseries have been seen around the world, reaching millions of people in Europe, China, Japan and the USA.

In the final episode, a short video entitled "*M.A.D.E. - Made in Italy, Made with Bravery. Featuring Renzo Rosso*", Renzo Rosso will talk about the importance of preserving and valorising the craftsmanship and unique knowhow that make Italy the world's leading exporter of excellence. The video will be broadcast on Monday 15 April, on the occasion of the first National Made in Italy Day.

"With the M.A.D.E. docuseries, we wanted to shine a light on and acknowledge the artisans who are the protagonists of Italian beauty and craftsmanship. Eighty percent of the world's luxury goods are made in Italy, whose small producers and small artisans are the true artists who create the products we see on the catwalks and in stores all over the world. It is my firm belief that, in fashion, 50% of a product is the work of the creative director and the other 50% of the skilled artisans. This campaign pays tribute to the unique skills of the people behind the scenes of Made in Italy, and I hope it will encourage growing numbers of young people to enter professions that make Italy great in the world," said OTB Group Chair and Founder **Renzo Rosso**.

The campaign videos can be seen on [YouTube](#) or OTB's [LinkedIn](#) and [Instagram](#) profiles.

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OTB GROUP

OTB is an international fashion group comprising the iconic, unconventional brands Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. It also controls the Staff International and Brave Kid companies and holds a stake in American brand Amiri. OTB – short for "Only The Brave" – believes in the possibility of pushing beyond the frontiers of fashion and style to support the creativity of international talents and express in full the innovative spirit and uncompromising courage of its founder and chairman, Renzo Rosso. With more than 7,000 employees worldwide, the Group is founded on a digital approach centred on the consumer, a concrete long-term commitment to the creation of a sustainable, technologically driven business, and close attention to social issues through the OTB Foundation.

For more information:

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