



## OTB GROUP LAUNCHES A NEW SOLIDARITY INITIATIVE IN THE EUROPEAN STORES OF ITS BRANDS IN SUPPORT OF THE OTB FOUNDATION

- *Customers of the Diesel, Jil Sander, Maison Margiela, Marni and Brave Kid direct stores across Europe will be able to make cashless donations to help raise funds for the projects of the Group's Foundation*

**Breganze (Vicenza), 3 December 2024** – OTB, the international fashion and luxury group, and its brands are consolidating their commitment to the projects of the OTB Foundation, the Group's non-profit organisation, by actively involving customers across Europe. The Group has introduced a new procedure for donations in support of the OTB Foundation in all its brands' direct stores in Europe.

Starting in December on the occasion of the Giving Tuesday global generosity movement, clients shopping at any Diesel, Jil Sander, Maison Margiela and Marni direct store in Europe, or in Brave Kid points of sale and outlets, will be able to make cashless donations to the OTB Foundation through the in-store POS terminals. The system uses the ADYEN GIVING service, which enables funds to be raised without additional costs for the customer.

The donations will be distributed to all the projects supported by the OTB Foundation, which has been active in social development initiatives in Italy and around the world for many years, with the focus on four main areas: women, young people, social integration and emergencies. Key projects include the creation of a mobile incubator in Kabul, Afghanistan, to foster the growth of micro-enterprises set up by women; support for a residential home for former child soldiers in Dungu, Democratic Republic of the Congo, to assist their reintroduction into society and work; the implementation of an online platform to match job vacancies and job seekers for migrants in Italy; the supply of an inflatable hospital to provide an immediately operational unit offering quality healthcare in humanitarian emergencies.

Established in 2006 as a non-profit organisation of OTB Group, OTB Foundation was set up to provide a rapid and concrete response in emergency situations and to bring sustainable improvements to people's lives by guaranteeing equal opportunities. The Foundation operates in Italy and around the world by applying specific selection criteria: direct social impact, sustainability and innovation. Over the years, OTB Foundation has invested in more than 350 social development projects worldwide, with a direct impact on the lives of around 350,000 people.

## **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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