



OTB GROUP AND CHALHOUB GROUP SIGN A JOINT VENTURE AGREEMENT TO EXPAND OTB LUXURY BRANDS' PRESENCE IN THE MIDDLE EAST

Breganze (Italy) – Dubai (United Arab Emirates), 14 June 2024 - OTB, the international fashion and luxury group which owns the Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf brands, the Staff International and Brave Kid companies, and holds a stake in the Amiri brand, and Chalhoub Group, the leading partner and creator of luxury experiences in the Middle East with a portfolio of ten owned brands and over 450 international brands, signed a strategic joint venture agreement to significantly expand the presence of OTB's luxury brands in the region.

This partnership brings together Chalhoub Group's expertise and established infrastructure in the region with the unique creativity and innovation of the OTB brands. The aim is to create a vibrant and integrated retail network to strengthen with significant investments the presence of Jil Sander, Maison Margiela and Marni in the Middle East by expanding in new store openings, enhancing own e-commerce sites and local marketing activities.

"We are excited about the collaboration with Chalhoub Group, the leading luxury partner in the Middle East, with long and extensive expertise in the region. This is a strategic agreement for us and comes at an incredibly positive time for our brands, which have high visibility thanks to the work done in the last few years, specifically to enhance the creativity and quality of their product," commented **Renzo Rosso, Founder and Chairman of the OTB Group**. "With this partnership, we want to introduce the beauty of our brands to the Middle East and spread it throughout the region, one of the world's most interesting markets today. I am delighted about this partnership with Chalhoub Group as we share the same values and vision."

Patrick Chalhoub, Group President at Chalhoub Group, stated: "We are proud to continue our partnership with OTB Group and I am confident that this strategic agreement marks the beginning of an accelerated journey together driven by a shared passion for luxury. By working closely with the OTB team, we aim to expand and grow their unique portfolio of iconic brands Jil Sander, Maison Margiela, and Marni within all the GCC countries. Our focus will be on delivering the highest quality offerings, exceptional services and personalized experiences to our customers across various touchpoints."

The partnership is looking to roll-out more than 15 new retail stores over the next 5 years and will focus on key markets such as the UAE, Qatar, Saudi Arabia and Kuwait, in addition to existing Maison Margiela store in Dubai mall, and presence in key department and concept stores across the region.

OTB



CHALHOUB GROUP

SINCE 1955

ABOUT 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 chair, 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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ABOUT CHALHOUB GROUP

INSPIRE | EXHILARATE | DELIGHT

For over six decades, Chalhoub Group has been a partner and creator of luxury experiences in the Middle East. The Group, in its endeavour to excel as a hybrid retailer, has reinforced its distribution and marketing services with a portfolio of ten owned brands and over 450 international brands in the luxury, beauty, fashion, and art de vivre categories. More recently, the Group expanded its expertise into new categories of luxury watches, jewellery, and eyewear.

Every step at Chalhoub Group is taken with the customer at heart. Be it constantly reinventing itself or focusing on innovation to provide luxury experiences at over 750+ experiential retail stores, online and through mobile apps, each touch point leads to delighting the customer.

Today, Chalhoub Group stands for 15,000 skilled and talented professionals across eight countries in the Middle East region, whose cohesive efforts have resulted in the Group being certified as a Great Place to Work® in several countries.

To keep the innovation journey going, the Group has set up “The Greenhouse”, which is not just an innovation hub, but also an incubator space and accelerator for start-ups and small businesses in the region and internationally. This is just one of the several initiatives taken by the Group to reinvent itself, catalysed by forward thinking and future proofing. The Group has also been embedding sustainability at the core of its business strategy with a clear commitment towards people, partners and the planet, and by being a member of the United Nations Global Compact Community and signatory of the Women's Empowerment Principles.

For more information:

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