



**OTB CONTINUES ITS COLLABORATION WITH VIKTOR HORSTING AND ROLF SNOEREN:
THE DESIGNERS CONFIRMED AT THE HELM OF THE BRAND VIKTOR&ROLF**

Amsterdam - Breganze, February 3, 2025 – The **OTB Group** announces the renewal of its collaboration with the designers Viktor Horsting and Rolf Snoeren, who will continue to lead the creative direction of Viktor&Rolf, the Haute Couture maison founded by its eponymous designers in 1993 and part of the OTB Group since 2008, for the next five years.

With Viktor Horsting and Rolf Snoeren the maison became a one-of-a-kind success in the world of Haute Couture, creating collections that represent various nuances and forms of their artistic expression. The duo has always explored the borderland between art and fashion, constantly reinventing and reshaping the very concept of Haute Couture. Their memorable collections include *Haute Couture Spring Summer 2019 - Fashion Statements*, entirely made of colored tulle; *Haute Couture Spring Summer 2022 - Surreal Shoulder*, characterized by extreme, distorted, and elongated silhouettes; *Haute Couture Spring Summer 2023 - Late Stage Capitalism Waltz*, which defied the laws of gravity with surrealist garments worn upside down, sideways, perpendicularly, and away from the body; and *Haute Couture Spring Summer 2024 - Scissorhands*, a collection born to explore the creative and decorative possibilities of a pair of tailor's scissors.

Always working at the highest level of Haute Couture, Viktor and Rolf have brought artistic experimentation to women's collections with a demi-couture inspiration, to bridalwear collections with *Viktor&Rolf Mariage*, and to the eyewear collections with *Viktor&Rolf Vision*.

In line with the brand's strong positioning, Viktor&Rolf has also achieved great global success in the ever-expanding fragrance segment, through the historic licensing agreement with L'Oréal Luxe for the production and commercialization of fragrances, such as worldwide bestsellers *Flowerbomb*, *Spicebomb* and *Good Fortune*.

The vision and the artistic creations of Viktor Horsting and Rolf Snoeren have been celebrated in countless international exhibitions, including *"Camp: Notes of Fashion"* at the MET Museum, *"Viktor&Rolf Fashion Artists"* at the Kunsthall in Rotterdam, *"Viktor&Rolf: MetaFashion!"* at the Sea World Culture and Arts Center in Shenzhen, *"Viktor&Rolf par Viktor&Rolf : Première Décennie"* at the Musée de la Mode et du Textile, *"The House of Viktor&Rolf"* at the Barbican Art Gallery, and *"Viktor&Rolf: Fashion Artists"* at the National Gallery of Victoria in Melbourne. On the occasion of the brand's 30th anniversary, one hundred of their most iconic pieces were showcased in the exhibition *"Viktor&Rolf: Fashion Statements"* at the Kunsthalle in Munich. Some of their dresses were also selected as the protagonists and symbols of the exhibition *"Memorable. Ipermoda."* still ongoing at

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the MAXXI National Museum of 21st Century Arts in Rome, in collaboration with the National Chamber of Italian Fashion (CNMI).

"Viktor and Rolf are two unique voices in the world of international fashion, couturiers who have revolutionized the very concept of Haute Couture, and everything they do is art. I am very happy to continue the collaboration with them, their talent will continue to inspire and amaze the fashion world," said **Renzo Rosso, Chairman and Founder of the OTB Group.**

"Within an ever-changing fashion landscape of brands and designers, we are proud to continue our singular artistic path of 30+ years."; said **Viktor Horsting and Rolf Snoeren, designers and creative directors of Viktor&Rolf.**