

OTB GROUP ANNOUNCES EXPANSION INTO MEXICO

9 June, 2025 – [OTB](#), the international fashion and luxury group which owns the brands Diesel, Jil Sander, Maison Margiela, Marni, Viktor&Rolf, the companies Staff International and Brave Kid, and has a stake in the Amiri brand, is pleased to announce its expansion into Mexico, strengthening its footprint in an important North American region beyond the United States and Canada.

The decision is part of OTB's long-term strategy focused on investments targeting direct channels, to further expand its retail business both in markets where it is already present and by entering new geographical areas to seize opportunities in high-potential countries like Mexico.

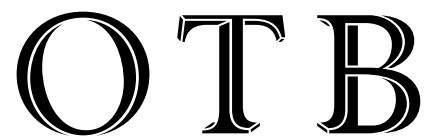
As part of the expansion plan, in 2024 OTB has established a local legal entity in the country, to focus on the direct management and domestic development of the brands Diesel, Jil Sander, Marni and Maison Margiela, including MM6. The Group will also extend its online and offline distribution networks and strengthen its marketing activities in the market.

*"Mexico is an influential creative and cultural capital with its own distinctive style and vibrancy," said **Renzo Rosso, founder and Chairman of OTB Group.** "Establishing a direct presence of our Group in the region is a key step in the growth path of our brands and in building a closer, more authentic connection with local customers and this amazing country."*

OTB operations will be based in Mexico City, where the main investments will be concentrated. Additionally, OTB will partner with El Palacio de Hierro to grow its footprint in other markets, including Guadalajara, Monterrey, León, Cancún, Puebla, and Querétaro, through the opening of freestanding stores and concessions.

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 OTB Foundation.

For more information:

OTB Corporate Communication

corporate_communication@otb.net