



ANDREA ROSSO APPOINTED SUSTAINABILITY AMBASSADOR OF OTB GROUP

Breganze (VI), 10 February 2025 – OTB Group announces the appointment of **Andrea Rosso** as **Sustainability Ambassador** of OTB. In this strategic role, Andrea Rosso will be dedicated to promoting and spreading the culture of sustainability both within and outside the organization.

This appointment represents another step in OTB's ongoing commitment to translating its *Be Responsible. Be Brave.* strategy into concrete actions, which drives the Group's responsible growth and aims to contribute to the development of a more sustainable fashion system.

The choice of Andrea Rosso has been driven by his innovative vision, solid expertise, and the results he has achieved as Sustainability Ambassador for Diesel, a role he has held since 2020. During his assignment with the brand, Rosso has promoted Diesel's collaboration with the United Nations Industrial Development Organization (UNIDO) on a circular economy project, as well as partnerships with key players in the supply chain that have led to the development of collections with an increasingly responsible and innovative approach.

Andrea has always been dedicated to promoting education on sustainability and a sharing approach, with the goal of driving a mindset shift that would involve not only the entire organization but also the supply chain and consumers, amplifying the positive impact of sustainable initiatives.

As Sustainability Ambassador of OTB, Rosso will work closely with the Group's sustainability team to implement the strategy and internal training programs across all OTB brands. He will also collaborate with the research and development teams on projects focused on material and treatment innovation.

In addition to his role as Sustainability Ambassador for OTB, Andrea Rosso will continue to carry out his current duties as Sustainability Ambassador and Creative Consultant at Diesel.

"Andrea has extensive experience in the field of sustainability, an extraordinary vision and a deep passion for this topic. His life is permeated by this philosophy, which translates into authentic and ongoing commitment. He is able to combine creativity with a strong forward-thinking orientation, and has long been our point of reference in the mission towards a better world." said **Renzo Rosso**, **Chairman and Founder of OTB Group**.

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

OTB

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 further information:

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