

**THE THIRD EDITION OF STAFF INTERNATIONAL'S
"SCHOOL OF CRAFTSMANSHIP" COMES TO AN END:
THE OTB GROUP CONTRIBUTES TO TRAIN A NEW GENERATION
OF YOUNG TALENTS FOR MADE IN ITALY**

- *Today saw the completion of the training course for the young talents attending the third edition of Staff International's "Scuola dei Mestieri – School of Craftsmanship", a professional internship programme that will allow the participants to join companies in the OTB Group;*
- *The training teaches students to develop theoretical and practical skills typical of the craft professions of the Made in Italy fashion and luxury sector;*
- *The Group continues its commitment to assisting the creation of a new generation of Made in Italy professionals, with a view to contributing to the future sustainability of human capital in the industry as a whole.*

Noventa Vicentina (Vicenza), 13 March 2024 – Staff International, the OTB Group's production and logistics platform, today celebrated the completion of the third edition of its "Scuola dei Mestieri – School of Craftsmanship" programme. The objective is to pass down to a new generation of talents the knowledge and skills that make Made in Italy a unique example of craftsmanship around the world and have established Staff International as an Italian player of excellence in the global fashion and luxury industry.

The goal of the "Scuola dei Mestieri" is to teach students the technical knowhow and practices typical of Italy's fashion and luxury professions, which constitute the heart of Italian craftsmanship and excellence while being increasingly difficult to find on the market.

The project confirms the OTB Group's commitment to the creation of a new generation of professionals of the Italian savoir-faire, a Country which produces more than 80% of the world's luxury goods.

The "Scuola dei Mestieri" training course teaches the full range of sartorial skills and high-quality product development expertise, areas that drive the growth of the luxury sector. The interns also visit some of Staff International's top production partners, to see for themselves the unique nature of the Italian luxury supply chain, as well as the ateliers of the Group brands where they experience the direct link between creativity and the production of a handcrafted object in an emblematic setting. Lectures are also held on the development of a collection, on sustainability and on logistics, all vital areas of knowledge for a full understanding of every stage in the production cycle.

Reflecting the strategic nature of the project, at the end of the third edition, all the students have been hired to work in companies of the OTB Group. A success that confirms an important growth trend both in applications received and in recruitment – since the School began, more than 85% of the students started their professional path in the Group.

*"I am absolutely convinced that the Staff International "Scuola dei Mestieri" project has a key role to play, not just for our Group, but also for the future sustainability of the entire industry. With this high-level programme for young talents of Made in Italy, our goal is to focus on the medium-long term by training a new generation of professionals with the skills to create the collections for which our brands are famous all over the world. Only by introducing new blood into these professions and teaching them skills that are unique of their kind will Italy be able to maintain its excellence as a producer of luxury and high-end goods on the global market," said **Ubaldo Minelli, CEO of the OTB Group and CEO of Staff International**. "On a question of such strategic importance, this commitment must be shared by the whole industry, and I am delighted to see that other initiatives have been developed similar to the "Scuola dei Mestieri", both inside companies and through the collaboration of organisations that represent the Italian fashion and luxury sector."*

Given the growing interest shown by young applicants from all over Italy and OTB's commitment to providing constant support for young talents, the Group and Staff International confirmed that a fourth edition would be held of the "Scuola dei Mestieri", starting in September 2024, and announced their intention of joining other industry initiatives embracing the same vision and values.

The "Scuola dei Mestieri" is open to students holding diplomas from technical schools, technology academies, specialist courses, and graduates from fashion degree courses. Applicants can take part in the selection process by sending their candidacy to the following email address:

academy@staffinternational.com

STAFF INTERNATIONAL

With more than 40 years of experience in the fashion industry, Staff International is the OTB Group's production and logistics platform. It is directly responsible for managing production and logistics for some of the brands in the OTB portfolio, including Maison Margiela, Marni, Jil Sander and the Diesel collections of footwear, bags and small leather goods. It has a worldwide exclusive licensing agreement with Dsquared2 for all product research and development work as well as omni-channel distribution of its collections.

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 around 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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