



## OTB PRESENTS ITS NEW WEBSITE WITH COMPLETELY RESTYLED CONTENTS AND DIGITAL IDENTITY

**Breganze (Vicenza), 23 April 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, **has unveiled its new corporate website, OTB.net**. A platform with completely revamped graphics and content designed to optimise the presentation of the Group's values, vision and growth strategy.

Special attention has been given to **sustainability**. For this, **a special new section** has been created to illustrate the Group's sustainability strategy, and its progress and main activities in this area. In addition, the site offers numerous insights into the Group, its brands and companies, the OTB Foundation, innovation and talents.

The new website deploys the best available technology with transparency, accessibility and innovation, creating a platform with an **elegant design and strong visual impact**.

With a highly intuitive interface, the site implements a series of **technological solutions to ensure inclusivity and full accessibility**; these include high-contrast colours and text alternatives for multimedia content, which also help people using assistive technologies.

The new platform is also an **example of web design and development excellence**, using advanced frameworks and front-end libraries and adopting reliable and scalable hosting solutions.

The platform has been developed with the support of **frame by frame**, one of Italy's best known and most important post-production and visual effects agencies, which handled strategic analysis, the new graphics design and content creation.

The new OTB website is now available worldwide in Italian and English; Chinese and Japanese language versions will soon be added.

For further information: [www.otb.net](http://www.otb.net)

### 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.

OTB

[www.otb.net](http://www.otb.net)

# OTB

For more information:

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