



ANDREA RIGOGLIOSI APPOINTED CEO OF DIESEL

Breganze, January 14 – Diesel, part of the OTB Group, announces the appointment of Andrea Rigogliosi as the brand's new CEO. The executive will report directly to Ubaldo Minelli, CEO of the OTB Group.

"Diesel is a magical brand, which I founded, and that has always represented a unique force in the fashion landscape. Glenn Martens' creative direction has transformed it, rediscovering its most authentic DNA and making the brand fresher, more contemporary, and increasingly loved by younger generations. Today, Diesel can be considered the only alternative to the luxury world, embodying values such as inclusivity and accessibility—particularly significant in a complex moment for the entire fashion industry. Recently, I have closely followed the brand's development with a team of managers, while we navigated a challenging market phase. I am delighted to welcome Andrea to Diesel, and, together with the team, I am sure that he will further enhance Diesel's potential at a crucial stage in the brand's evolution," stated **Renzo Rosso**, founder of Diesel and Chairman of the OTB Group.

Andrea Rigogliosi brings solid international leadership experience in the luxury, fashion, and retail sectors, having held high-level strategic and commercial roles across Europe.

Before joining Diesel, he served as Global Head of Retail and Commercial at Miu Miu – Prada Group, leading global business growth and the expansion of the distribution network. Rigogliosi held key positions within the LVMH Group, including President Europe at Fendi, General Manager France & Monaco and General Manager Italy at Christian Dior Couture. Early in his career, he took on managerial roles at Poltrona Frau Group and L'Oréal Luxury Products.

He holds a degree in International Business Administration from Bocconi University in Milan.

ABOUT DIESEL:

Diesel is an innovative international lifestyle company, founded by Renzo Rosso in 1978, part of the OTB Group (Only The Brave). Rooted in denim mastery and evolved into being a leader in premium fashion, Diesel is the alternative to the established luxury market. Since 2020, Diesel's collections are overseen by creative director Glenn Martens, including apparel, accessories and a wide range of lifestyle collaborations: from fragrances, watches and jewelry to interior design and real estate projects with Diesel Living. Discovering, supporting, and fostering creativity is part of Diesel DNA and of OTB, the international fashion and luxury group to which the brand belongs, and which powers a portfolio of iconic brands.

For more information please contact:

Diesel HQ Press Office: +39 0424 477555 | press@diesel.com