



## OTB GROUP JOINS THE FASHION PACT

*Following Diesel's entry in 2020, OTB further consolidates its presence in the coalition and its commitment to achieving the goals of its "Be Responsible. Be Brave." sustainability strategy*

**Breganze, 7 November 2022** – OTB, the international fashion and luxury group that includes the Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf brands and the Staff International and Brave Kid companies, today announced its membership of The Fashion Pact, confirming the commitment of the entire Group to the responsibility and efficiency goals set by the coalition of leading fashion and luxury companies. Two years after Diesel's entry, all the other Group brands and companies are now joining The Fashion Pact, in a move that will make an important contribution to the increasingly sustainable development of the entire sector.

OTB's membership of the coalition is a further step in its "**Be Responsible. Be Brave.**" sustainability strategy launched in 2021, which lays the foundation for a virtuous, coordinated path for all Group company initiatives.

**François-Henri Pinault, Chairman and CEO of Kering and Co-Chair of the Fashion Pact Steering Committee**, commented: *"On behalf of The Fashion Pact, I am glad to welcome OTB Group and its founder and president Renzo Rosso. We look forward to working with OTB Group and its brands, along with the over 200 brands already involved in the Fashion Pact, to find solutions to our common challenges in sustainability and to catalyze systemic change in the fashion industry."*

**Renzo Rosso, Founder and Chairman of OTB Group**, commented: *"Collaboration is an essential element in the road towards sustainability, the fashion industry can only become virtuous and reduce its impact on the planet if we are all united in working towards a common goal. Two years after Diesel's entry, I am delighted to re-forge our bond with The Fashion Pact by pooling the experience and resources of the other brands in our group. Only by working together we can drive change throughout the entire industry and positively influence millions of people around the world."*

The Fashion Pact was established in 2019 when the French President Emmanuel Macron asked François-Henri Pinault, Chairman and CEO of Kering, to bring together the main players in the fashion and textile industry with the aim of reducing its environmental impact. The global collective now has over 70 signatory companies, united in their commitment to sharing best practices and finding new solutions to meet three common goals: mitigate global warming, restore biodiversity and protect the oceans.

The Fashion Pact members are working on a number of initiatives to drive progress against the common goals, in areas such as renewable energy, regenerative organic raw materials and biodiversity to help set a baseline in the industry. Diesel is already active in a working group tackling

# OTB

the challenges of increasing the supply chain of regenerative and organic cotton across the fashion industry, and OTB's entry will see the Group's other brands become involved in a variety of areas.

## **THE OTB GROUP**

The OTB international fashion group is parent of the iconic and anti-conventional brands Diesel, Maison Margiela, Marni, Jil Sander, and Viktor&Rolf. It also controls the Staff International and Brave Kid companies, and has a minority stake in the American Amiri brand. 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. A solid digital approach centred on the consumer, and a long-term commitment to the creation of a sustainable business, are the pillars of the development strategy of a Group with more than 6,000 employees around the world.

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