

OTB STRENGTHENS ITS PRESENCE IN CHINA

The Group reaffirms its long-term commitment to China with a new headquarters, a university lecture by Renzo Rosso at Donghua University, and celebrations marking Diesel's 20th anniversary in the country, three initiatives that underscore the strategic importance of the Chinese market for OTB.

Shanghai, 16 October 2025 – **OTB**, the international fashion and luxury Group that brings together the brands Diesel, Jil Sander, Maison Margiela, Marni, Viktor&Rolf, as well as the companies Staff International and Brave Kid, and holds a stake in the brand Amiri, has officially inaugurated its **new APAC headquarters in Shanghai**. The occasion was marked by a visit to China by the Group's founder and Chairman, Renzo Rosso, along with a series of initiatives that underline the Group's long-term commitment in the country, where OTB now employs 900 people and operates almost 100 directly owned stores across China, Hong Kong and Macao.

The inauguration ceremony for the new headquarters was attended by Renzo Rosso, the Consul General of Italy in Shanghai, Tiziana D'Angelo, representatives of the Shanghai-Jing'an municipal authorities, and members of the press.

The new offices, which are twice the size of the previous headquarters, are located in **Lee Gardens** building in the heart of Shanghai's **Jing'an** district, overlooking the scenic Suzhou Creek. The location and expansion of the offices reflect the Group's intention to strengthen its roots in China, provide its teams with increasingly modern and functional workspaces, and consolidate relationships with local partners.

During his visit to the country, Renzo Rosso held a talk for the students of **Donghua University**, one of Asia's most prestigious design and fashion universities. The event was organised under the patronage of the **Consulate General of Italy, the National Chamber for Italian Fashion, Altagamma, ITA – Italian Trade Agency** and the **Italian Cultural Institute**.

The lecture, attended by students from various universities and fashion schools in Shanghai, confirms OTB and its Chairman's ongoing commitment to supporting young talent, sharing entrepreneurial and creative experience, and encouraging a direct connection with the new generations.

The year 2025 marks the **twentieth anniversary of Diesel's presence in China**, a major milestone in a story of growth and long-standing relationships within the country, where the brand has built a strong and consistent identity and made a significant contribution to the Group's development.

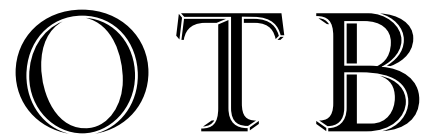
OTB

The anniversary was celebrated with an event at **Fosun Foundation** in Shanghai, attended by guests including actor **Zilu Zhai** and style icon **Caelan Moriarty**. The evening celebrated two decades of fashion and creativity and marked the presentation of the **Diesel China 20th Anniversary** capsule collection, designed by Creative Director **Glenn Martens**.

*"China is a country with a unique energy. Every time I come back here, I am fascinated by its rhythm, its creativity and its speed. For our Group, China is not only a strategic market but also an endless source of inspiration. Over the past twenty years, we have expanded the presence of our brands and built an authentic dialogue with the new generations who share the values of our brands. Our philosophy is to work hand in hand with local communities, combining the brands' know-how with the local mindset. The inauguration of the new Shanghai headquarters, the meeting with young talents at Donghua University and the celebrations for Diesel's twentieth anniversary represent a special moment for me and for our Group, and confirm the importance of China, a country with an extraordinary culture, history and modernity, where we will continue to invest in the future," said **Renzo Rosso**.*

The Group has supported numerous initiatives and collaborations in China, aimed at connecting the creativity and values of its brands with local designers, artists and communities. Among these is the **Marni Miao** project, which celebrated the elegance and complexity of the traditional embroidery, reinterpreting the codes of the Miao minority in a contemporary way. In the same spirit of creative dialogue, **Diesel** developed several capsule collections in collaboration with Chinese designers such as **Xander Zhou** and **Pronounce**, and celebrities including **William Chan** and **Chris Lee**, as well as organising events and music tours with local artists. **Maison Margiela** has brought its experimental vision into dialogue with the country's contemporary art and culture through new retail formats, pop-ups, installations and initiatives in several cities, while **MM6** **Maison Margiela** has collaborated with designer **Chen Peng**.

In addition, OTB has long supported the new generation of Chinese talents. Renzo Rosso was part of the jury of the **BoF China Prize** in 2019 and supported the creation of the **Yu Prize** contest, offering mentorship and coaching activities to help nurture and promote the country's emerging designers.



OTB GROUP

OTB is the international fashion group that owns the iconic brands Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. The Group also controls the companies Staff International and Brave Kid and holds a stake in the American brand Amiri. An acronym for "Only The Brave", OTB believes in pushing the boundaries of fashion and style, supporting the creativity of international talent and expressing the full innovative spirit and uncompromising courage of its founder and chairman, Renzo Rosso. With over 7,000 employees worldwide, the Group is built on a digital-first approach that places the consumer at its centre, a concrete and long-term commitment to creating a sustainable, technology-driven business, and a strong focus on social responsibility through the OTB Foundation.

For more information:

OTB Corporate Communication

corporate_communication@otb.net