



## **OTB GROUP CELEBRATES ITS PRESENCE IN THE CITY OF VENICE WITH THE OFFICIAL OPENING OF ITS BRANDS' BOUTIQUES IN PIAZZA SAN MARCO**

*Venice, May 8, 2025* – OTB Group is celebrating its presence in Venice with the official opening of the stores of all its brands – Diesel, Jil Sander, Maison Margiela, and Marni – in the iconic setting of Piazza San Marco, on the occasion of the 19th International Architecture Exhibition – Biennale Architettura 2025.

*"Venice is my adopted city, an extraordinary place with special people where I love to spend my time, and to contribute to its beauty I decided to fund the restoration of the Rialto Bridge. The opening of our boutiques in Piazza San Marco is another concrete gesture of care toward this one-of-a-kind city, because I believe that companies own the responsibility to promote the well-being of the territories in which they operate,"* said **Renzo Rosso, Chairman and Founder of the OTB Group**. *"We wanted to enhance the Napoleonic Wing of Piazza San Marco by bringing more elevated contents through our boutiques, to make this place even more iconic".*

The stores, located in the Napoleonic Wing of Piazza San Marco, have been restored in full respect of their historical and architectural features, breathing new life into one of Venice's most symbolic places. The boutiques were conceived to reflect the unique identity of each brand, with a design that merges modern aesthetics and historic context.

OTB's relationship with Venice is long-standing; in 2014, the Group funded the restoration of the Rialto Bridge, one of the city's most iconic landmarks. OTB directly oversaw the project, working closely with the experts of the Municipality of Venice and local artisans to achieve the best possible result. Thanks to a successful public-private collaboration and careful budget management, the work was completed ahead of schedule, allowing for additional conservative restoration of the paving beneath the Rialto arcades.

### **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 chairman, 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 OTB Foundation.

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