

ONLY THE BRAVE

OTB

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WE ARE BRAVE SPIRITS

**Innovative minds.
Creators.
Disruptors.
Dreamers.
We are brand builders.
We are OTB.**

ONLY THE BRAVE

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2024

We are a global fashion group,
powering a variety of international
unconventional brands.

ONLY THE BRAVE

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DIESEL[®]
FOR SUCCESSFUL LIVING

Maison Margiela
PARIS

VIKTOR & ROLF

M A R N I

JIL SANDER

A M I R I

STAFF
INTERNATIONAL

BRAVE KID

ONLY THE BRAVE

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Renzo Rosso
founds Diesel.

1978



The holding company
OTB is created.
The Group acquires
Maison Margiela.

2002



OTB acquires Viktor&Rolf.

2008



OTB acquires Marni.

2015



AURA

OTB acquires Jil Sander.
BVX is created.
OTB joins AURA Blockchain
Consortium as founding member.

2021

2000

Renzo Rosso acquires
Staff International.



2006

OTB Foundation is born.



2011

Brave Kid
is created.



2019

OTB takes a minority investment in
Amiri.



2022

OTB Group promotes
the creation of
the Re.Crea Consortium and
joins The Fashion Pact with all
its brands.



BRAVE FACTS

1.9

BLN € TURNOVER

100+

COUNTRIES

201

MLN € INVESTMENTS

610

STORES

7000

EMPLOYEES

ONLY THE BRAVE

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**We lead
the innovation
in the virtual
world to enhance
the whole
fashion experience.**

Brave Virtual Xperience is the new center of excellence of OTB, led by Stefano Rosso, that develops content, products and experiences for the Metaverse.

ONLY THE BRAVE



OTB is a Founding Member of AURA Blockchain Consortium, alongside LVMH, Mercedes-Benz, Prada Group and Cartier, part of Richemont.

ONLY THE BRAVE



BE RESPONSIBLE. BE BRAVE.



Be Responsible. Be Brave.

ONLY THE BRAVE

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**The new
fashion
system.**



**Brave
together.**



**Protecting
our
planet.**

ONLY THE BRAVE



**In 2006, Renzo Rosso created the Only The Brave Foundation.
Since then, it has invested in more than 350 social projects around the world, with a positive impact on the lives of about 350,000 people.**



**We look at life
and we see beauty.**

**We look at people
and we see talent.**

We are OTB.