

**RENZO ROSSO CELEBRATES HIS 70<sup>TH</sup> BIRTHDAY WITH A PARTY  
ATTENDED BY 2,000 COLLABORATORS, CELEBRITIES, ENTREPRENEURS, AND  
FRIENDS, AND WITH THE RELEASE OF A BOOK PUBLISHED BY ASSOULINE**

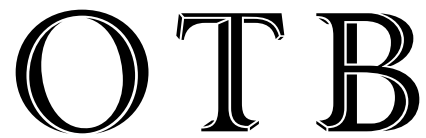
**Breganze (VI), 15 September 2025** – Renzo Rosso, founder of OTB and Diesel, Italian entrepreneur and fashion visionary, celebrated his 70<sup>th</sup> birthday with a party attended by 2,000 guests, including collaborators, celebrities, entrepreneurs, and friends. Held at the Group's headquarters in Breganze, the event was not only a personal celebration but also an opportunity to reaffirm the deep bond between Rosso and his people: a reality built together with all those who bring it to life, whose talent and dedication have helped OTB achieve international success.

The party featured a concert dedicated to Renzo Rosso, with Italian singer Jovanotti and several other artists taking turns performing on stage. Guests also enjoyed DJ sets in various areas of the company, along with entertainment from dancers and circus performers dressed in custom outfits from the Group's brands, light installations, large screens throughout the campus, and live music.

To mark this milestone, Renzo Rosso is also releasing the book ***Seventy***, published by Assouline, with an introduction by Vanessa Friedman, fashion director and chief fashion critic of *The New York Times*.

The book features 70 defining moments from Rosso's life and career, offering an authentic portrait of an entrepreneur who has always been driven by bold choices. A vision that led him to build the "Only the Brave" Group by daring, experimenting, and going beyond the ordinary. This volume is part of a series of books Rosso publishes every ten years.

The 70 moments recount Rosso's entrepreneurial career, Diesel's irreverent campaigns that brought the brand global success, and the iconic creations and fashion shows of OTB brands – Diesel, Jil Sander, Maison Margiela, Marni, Viktor&Rolf, and Amiri. The book also describes the social impact initiatives promoted by the OTB Foundation, which was established by Rosso in 2006 to support children, women, and vulnerable communities in Italy and around the world, as well as Rosso's other business investments across various sectors, including hotellerie, wineries, technology, and longevity clinics.



## **RENZO ROSSO**

Renzo Rosso is the Founder and Chairman of OTB, the international fashion and luxury group powering a range of iconic, unconventional brands, including Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. The Group also controls the Staff International and Brave Kid companies and holds a stake in American brand Amiri.

In 1978, Renzo Rosso founded Diesel, leading it to international success and turning it into the global icon it is today.

In 2002, Renzo Rosso's pioneering vision and entrepreneurial spirit were the springboard for the creation of OTB ("Only The Brave"), the first Italian group to own a portfolio of global brands with an international positioning. The Group distinguishes itself by its close attention to creativity, innovation and sustainability, values it shares with its founder.

In 2006, in line with his circular entrepreneurial philosophy and commitment to the community, Renzo Rosso established OTB Foundation, the non-profit organization of OTB Group. Since its creation, the Foundation has invested in more than 380 social development projects all over the world, with a special focus on women, children, integration and global emergencies, and has had a direct impact on the lives of over 380,000 people.

Renzo Rosso is also the chairman of Red Circle Investments, his private investment company, whose equity portfolio spans a variety of sectors – food and tech-food, technological innovation, environment and health, prestigious international funds – that share a strong commitment to innovation, quality, and sustainability. Through the Red Circle real estate company, he is building up a hospitality business with properties in the US, the UK and Italy. He recently established the Brave Wine holding, which invests in outstanding wineries located in the best terroirs in Italy and abroad.

Renzo Rosso is a member of the Steering Committee of the National Chamber of Italian Fashion.

## **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.

For more information:

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