



STEFANO ROSSO NAMED MARNI CEO

Milan, 3 May 2024 – The **OTB Group** has announced the appointment of **Stefano Rosso** as **Marni's** new **CEO**.

Mr Rosso replaces Barbara Calò, who will support him during the transitional period.

Stefano Rosso will report to OTB Group CEO, Ubaldo Minelli. He adds his new role to those of Chairman of Maison Margiela, board member of the OTB Group and CEO of BVX (Brave Virtual Xperience).

“Marni is a unique brand that has built a solid global positioning in the last few years and is followed by a special community of creatives, artists and brand lovers all over the world. Stefano will have the important responsibility of fast-tracking Marni’s positioning on the luxury market and the new post is a further step forward in his professional career. I believe that his international experience and innovative vision will prove decisive in raising Marni’s iconic profile and reaching an even broader audience,” said **OTB Group Chairman Renzo Rosso**.

“By appointing Stefano as Marni CEO, we wanted to strengthen the leadership of a brand that is a fundamental driver for the growth of the entire OTB Group. Marni still has great potential to be explored and we are convinced that Stefano is the right person to take it forward. I want to thank Barbara Calò for leading Marni’s development in the last few years and for her work in our Group,” said **OTB Group CEO Ubaldo Minelli**.

In addition to his current positions in the OTB Group, since October 2021 Stefano Rosso has been a member of the Board of AURA Blockchain Consortium, where he represents OTB, a steering member, together with LVMH, Prada Group and Cartier (Richemont). He is also President of the L.R. Vicenza football team.

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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 the OTB Foundation.

For more information:

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MARNI

Established in Milan in 1994 and part of the OTB Group since 2015, Marni is an innovative and eclectic brand known for its experimental use of fabrics and colours, expressed in its unique and highly recognisable collections. Its aesthetic approach reflects the vision of creative director Francesco Risso: Marni's eccentric elegance offers a range of possibilities, an exploration of ideals, a forward-looking lifestyle in constant contact with the world of art and a community of talents from many different backgrounds. Marni offers ready-to-wear women's, men's and children's collections, bags, footwear, jewellery and eyewear, distributed through a network of monobrand boutiques and selected stores around the world.