



THE OTB GROUP OPENS THE NEW MAISON MARGIELA HEADQUARTERS IN PARIS

- *Maison Margiela's new HQ occupies a 4,550 sq.m site in Place des États-Unis in the Chaillot quarter, in the city's 16th arrondissement*
- *The new building hosts the offices, the atelier and the showroom*
- *The inauguration was marked by a visit from Italy's Ambassador to France, Emanuela D'Alessandro, and First Lady Laura Mattarella, accompanied by OTB Founder and Chairman Renzo Rosso.*

Paris, 25 January 2023 – OTB, the international fashion and luxury group that includes the Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf brands and the Staff International and Brave Kid companies, and owns a shareholding in the Amiri brand, has inaugurated the new headquarters of Maison Margiela in Place des États-Unis in the Chaillot quarter of Paris' 16th arrondissement.

To celebrate the opening and the important investment of the Group in France, Italy's Ambassador to France, Emanuela D'Alessandro, and First Lady Laura Mattarella visited the new Maison Margiela location. They were accompanied by OTB Chairman and Founder Renzo Rosso, OTB CEO Ubaldo Minelli, and the CEO of Maison Margiela, Gianfranco Gianangeli.

The meeting was organised as part of the "Portes Ouvertes" initiative, during which Maison Margiela opened the doors of its headquarters to offer guests an immersive experience in the vision of the brand and its creative director, with an opportunity to admire the Co-Ed 2023 collection by John Galliano.

The new headquarters of Maison Margiela, which has been part of the OTB Group since 2002, occupies a surface area of more than 4,550 sq.m and reflects the Italian group's intention of consolidating its positioning in France and continuing to make significant investments in the country.

Under creative director John Galliano, chosen by Renzo Rosso to lead the fashion house, Maison Margiela has grown in recent years to become a point of reference in the creative world and an inspiration for the world's great designers. Its success is demonstrated by year-on-year double-digit growth over the last five years.

"I am very proud of Maison Margiela's growth, of which the new headquarters is the most obvious symbol. Maison Margiela has always distinguished itself in the luxury sector for its individuality, its history and its unconventionality: a legacy that John Galliano has successfully built into something even more important to turn the brand into the icon it is today," said OTB Group Chairman and Founder Renzo Rosso. "Maison Margiela's new headquarters represents the progress made by the brand in the last few years and the importance of France for OTB, showing that an Italian fashion and luxury group can play an important role in the country, and not just vice versa."

OTB

"I am delighted to be part of this important event for the OTB Group, which is helping to establish the excellence of our Made in Italy in France. The fashion and luxury sector has a fundamental place in Italy's economy, and is a symbol of Italian quality that is recognised all over the world. Players like OTB not only invest in France, making the economic ties between the two countries even closer, they also bring with them Italy's typical entrepreneurial spirit and savoir faire. Renzo Rosso has built a Made in Italy luxury group that is unique in the fashion industry," commented **Emanuela D'Alessandro, Italy's Ambassador to France.**

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 chair, Renzo Rosso. With more than 6,000 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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