



## PRESS RELEASE

### THE OTB GROUP OPENS ITS LARGEST-EVER RETAIL PROJECT IN SHANGHAI AND AIMS TO DOUBLE THE NUMBER OF STORES IN CHINA BY THE END OF 2024

- *With the inauguration of the new JC Plaza luxury mall in Shanghai, the OTB Group opens Amiri, Jil Sander, Maison Margiela and Marni stores in a single building*
- *In the Shanghai mall, Jil Sander previews its new Flora concept and Amiri opens its first store in China. For Maison Margiela this is the largest flagship store in the world; in the Marni store, local visitors can see the "vessel for creativity", designed by The Wilson Brothers and Brinkworth.*

*Shanghai, 8 July 2022* – OTB, the international fashion and luxury group that controls the **Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf** brands, the **Staff International and Brave Kid** companies, and holds a **stake in the Amiri brand**, has chosen China for its most important retail development project. In the new **JC Plaza luxury mall in Shanghai, Amiri, Jil Sander, Maison Margiela and Marni** have opened **flagship stores** on a total surface area of more than 2,400 m<sup>2</sup>. Located in Nanjing Road, the city's iconic shopping street with the world's top luxury brands, the stores have been designed to offer visitors a unique immersive experience.

The project is part of the OTB Group's development plan in China, which is becoming the world's leading fashion and luxury goods market, with young consumers interested in cutting-edge brands. This is a great opportunity for the Group brands and their non-conventional luxury offerings, and OTB is planning to devote one third of its global investments to China over the next 3 years.

One of the plan's key elements is the expansion of the network of bricks-and-mortar stores in the country, where OTB intends to double the number of outlets by the end of 2024.

Renzo Rosso, Chair of the OTB Group, said: "The JC Plaza project is a tangible demonstration of our growth and development plans in China, a country that will soon account for 50% of global fashion and luxury consumer spending. I am very proud to have opened our largest-ever retail project here in Shanghai, certainly the city with the world's most interesting artistic and cultural life. I am constantly in touch with what is happening thanks to updates from our local team, and I admire the many young Chinese talents for their exceptional creativity, which is currently the driving force behind key world trends. This is why I have decided to start from here in presenting OTB's ambitious plans, which envisage a doubling in the number of stores in the next two years and consolidation of our ties with the community through local cooperation agreements."

#### THE OTB GROUP

The OTB international fashion group is parent of the iconic and anti-conventional brands Diesel, Maison Margiela, Marni, Jil Sander, and Viktor&Rolf. It also controls the Staff International and Brave Kid companies, and has a minority stake in the American Amiri brand. OTB – short for "Only The Brave" – believes in the possibility of

# OTB

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. A solid digital approach centred on the consumer, and a long-term commitment to the creation of a sustainable business, are the pillars of the development strategy of a Group with more than 6,000 employees around the world.

For more information:

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