



Rome, Palazzo Farnese, Monday 12 January 2026
Martin Briens, Ambassador of France to Italy,
conferred upon Renzo Rosso, Chairman of OTB,
the title of Chevalier de l'Ordre de la Légion d'Honneur

On Monday 12 January, Martin Briens, Ambassador of France to Italy, conferred upon Renzo Rosso the title of Chevalier de l'Ordre de la Légion d'Honneur, *Knight of the Order of the Legion of Honour*, during a ceremony held in the Sala dei Fasti Farnesiani at Palazzo Farnese.

"The French Republic is paying tribute not only to a great entrepreneur whose career has developed between Italy and France, active in a sector of excellence shared by our two countries, fashion, but also celebrating a personality, a man who has understood how important a sense of responsibility is for an entrepreneur," the Ambassador said in his opening remarks, before retracing Renzo Rosso's professional journey and describing his commitment, including his social engagement.

"For those born with noble souls, merit does not wait for the passing of years," said Corneille, quoted by the Ambassador, who recalled that *"Renzo Rosso co-founded the Diesel brand at just 23 years of age, marking the beginning of an exceptional professional journey."* While *"in 2002 he created the holding company Only The Brave (OTB), which controls a portfolio of international companies including the French brand Maison Margiela,"* Martin Briens said, Rosso's vision has allowed him to diversify his activities across multiple fields: *"fashion, naturally, and its corollary, the art of living; hospitality; and the world of beauty, particularly through the partnership with L'Oréal Parfums."* Yet the man referred to as the *"genius of denim"* did not stop there. *"Other fields, other stories, sometimes unexpected, such as agriculture or air transport,"* the Ambassador continued, recalling that *"his entrepreneurial success was also built across the two countries that unite us today, France and Italy."*

Other stories, profoundly human, are also linked to the *"Only the Brave Foundation, which is active in areas of major importance: fighting violence against women and young girls, supporting children's health and education, and providing aid in emergency situations,"* Briens said with admiration, concluding that Renzo Rosso *"has devoted himself not only to creating, but also to passing on knowledge, an essential condition for any lasting success. Supporting young fashion talents through the ANDAM Prize, restoring heritage assets such as the famous Rialto Bridge in Venice... Who ever said fashion was only fleeting?"*

"It is a great honour to receive the Légion d'honneur, France's highest distinction, and I wish to express my sincerest gratitude to the President of the French Republic, Emmanuel Macron, and to the Ambassador of France to Italy, Martin Briens, for conferring this prestigious honour upon me. France is a country I have always felt deeply close to, one that has played — and continues to play — a fundamental role in my life, my education and my values. Its culture, its universal spirit and its constant commitment to freedom are a continuous source of inspiration for me. I strongly believe in creativity and in Couture as its highest form of expression. Being part of the Fédération de la Haute Couture et de la Mode and presenting the creations of Maison Margiela and Viktor&Rolf during the Paris Fashion Weeks means giving fashion a constant creative impulse and an ever-renewed direction for the future. This recognition is not only a milestone, but also an encouragement to further strengthen our presence in France, to reinforce our commitment to young people and to those facing difficult situations, and to

continue our journey towards sustainability with determination. I wish to share this honour with my family and with the people who work with me every day, whose support has been fundamental at every stage of my life,” said Renzo Rosso, Chairman and founder of the OTB Group.