

# OTB

## THE OTB BRANDS VIKTOR&ROLF, DIESEL, MAISON MARGIELA AND MARNI TAKE CENTRE STAGE AT THE "MEMORABILE. IPERMODA" EXHIBITION AT THE MAXXI MUSEUM IN COLLABORATION WITH THE NATIONAL CHAMBER FOR ITALIAN FASHION

- *Some of the most memorable and iconic creations of the four OTB Group brands have been selected by the exhibition curator, Maria Luisa Frisa, as examples of dialogue between art, museum and contemporary fashion*
- *The "Memorable. Ipermoda" exhibition, which depicts fashion as a tool to reflect on the present, will be inaugurated on 27 November and be open to the public until March 2025.*

**Rome, 26 November 2024** – OTB, the international fashion and luxury group, announces that some of the most memorable and iconic creations of its brands – Viktor&Rolf, Diesel, Maison Margiela and Marni – would be included in the "Memorable. Ipermoda" exhibition at the MAXXI National museum of XXI century arts, in collaboration with the National Chamber for Italian Fashion, and curated by Maria Luisa Frisa.

A selection of Viktor&Rolf, Diesel, Maison Margiela and Marni garments, archive materials and videos will be on display, giving visitors to the exhibition an opportunity to immerse themselves in the artistic, aesthetic and creative values of the OTB brands and providing a lens to investigate the questions posed by contemporary fashion, such as its ability to adapt to social, economic, cultural and political change.

**Viktor&Rolf** takes center stage in the exhibition, with several iconic pieces on display. One highlight is an unforgettable dress from their *Late Stage Capitalism Waltz* Haute Couture Spring/Summer 2023 collection, which captivated audiences and went viral during Paris Haute Couture Week. Renowned for its dreamy, romantic tulle ball gowns and deconstructed silhouettes, this collection showcases the brand's artistic significance. The look has been selected as the main image of the exhibition, celebrating the visionary work of the brand and their creative directors. Additionally, the exhibition features the iconic "NO Coat" from the Fall/Winter 2008 Ready-to-Wear collection. Visitors will also encounter a striking dress from the *Viktor&Rolf Scissorhands* Haute Couture Spring/Summer 2024 show—a collection that explores the tension between the precision of haute couture and the raw experimentation of tailoring scissors, reimagining the boundaries of a single garment.

For **Diesel**, a look has been chosen from the Spring/Summer 2023 Ready-to-Wear collection, consisting of a micro-top and the iconic Belt-Skirt which made its debut in front of an audience of almost 5,000 people. This was the first Diesel show open to the public and set a new Guinness record with the world's largest blow-up sculpture. Like the item chosen for the exhibition, the event

revolutionised the rules of the fashion system and redefined the concept of democratisation through the vision of creative director Glenn Martens.

**Maison Margiela** will be present at the exhibition with a creation from the Maison Margiela Artisanal Autumn-Winter 2017 collection designed by John Galiano. The collection reflects on the universal language of glamour and re-appropriates it for the future of Maison Margiela. The power of looking at the past and present through the lens of transformation and the hunger for the new. A future that is born in the techniques of artisanal tradition and captures technological innovation.

**Marni** will take part with an outfit from the Spring/Summer 2024 collection, which was shown in Paris and has been worn by international celebrities on some of the world's most famous red carpets: a tribute by creative director Francesco Risso to multidimensionality, emphasising shapes, volumes and structures, graphics and geometric forms, prints and appliques. This voluminous hourglass-shaped dress is composed by a patchwork of flowers meticulously applied to a compact cotton base. The barely visible hand-embroidered stitches and the raw-cut edges of the floral elements emphasize the typical innovative artisanship of Marni, permeating the creation of this one-of-a-kind dress.

The participation of the OTB brands at such a prestigious museum exhibition underlines the close ties between fashion and art, a relationship that inspires and guides the identity and vision of the Group's brands and their creative directors.

The "Memorable. Ipermoda" exhibition is part of the triennial protocol organised by Fondazione MAXXI and the CNMI on fashion, sustainability and Made in Italy, which has explored the role of fashion since 2015. With its outfits, accessories and images, the exhibition portrays the final results of creative work, together with the design processes and fundamental values underpinning contemporary fashion. The exhibition opens in Rome tomorrow, 27 November 2024, and closes in March 2025.

## **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 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:

**OTB Corporate Communication**  
[corporate\\_communication@otb.net](mailto:corporate_communication@otb.net)