

OTB



WE ARE BRAVE SPIRITS

ONLY THE BRAVE

ONLY THE BRAVE

We are brave spirits

OTB is an international fashion and luxury group, powering a range of global, unconventional brands, including Diesel, Jil Sander, Maison Margiela, Marni, Viktor&Rolf. The group also controls and manages the Staff International and Brave Kid companies and holds an investment in L.A. brand Amiri.

Founded and chaired by Italian entrepreneur Renzo Rosso, the group embodies his spirit and vision.

OTB believes in pushing the boundaries of fashion and lifestyle, offering a portfolio of global brands to a new breed of unconventional consumers, who look for individuality and authenticity.

Standing for «Only The Brave», even the name OTB reflects the true essence of its brands: innovative, unique and daring.

Our goal, in the words of Renzo Rosso, is to «build not the biggest, but the most alternative fashion group».

We are a global fashion group,
powering a variety of international
unconventional brands

DIESEL[®]
FOR SUCCESSFUL LIVING

Maison Margiela
PARIS

VIKTOR & ROLF

M A R N I

JIL SANDER

A M I R I

STAFF
INTERNATIONAL

BRAVE KID

Brave story

After creating Diesel in 1978, Renzo Rosso acquired complete control of the brand in 1985, surrounding himself with an international team of designers, and turning Diesel into a global icon.

The year 2000 marked the acquisition of Staff International, a stronghold of «Made in Italy», which develops, produces and distributes licensed brands.

In 2002, Renzo Rosso became majority shareholder of Maison Margiela, and in 2006 the group acquired full control of the brand.

In 2008, Only The Brave acquired a majority stake in Viktor&Rolf. The same year Only The Brave Foundation was created as the not-for-profit organization of the group.

The year 2011 saw the constitution of Brave Kid, a company with over 30 years of experience in the production and distribution of childrenswear.

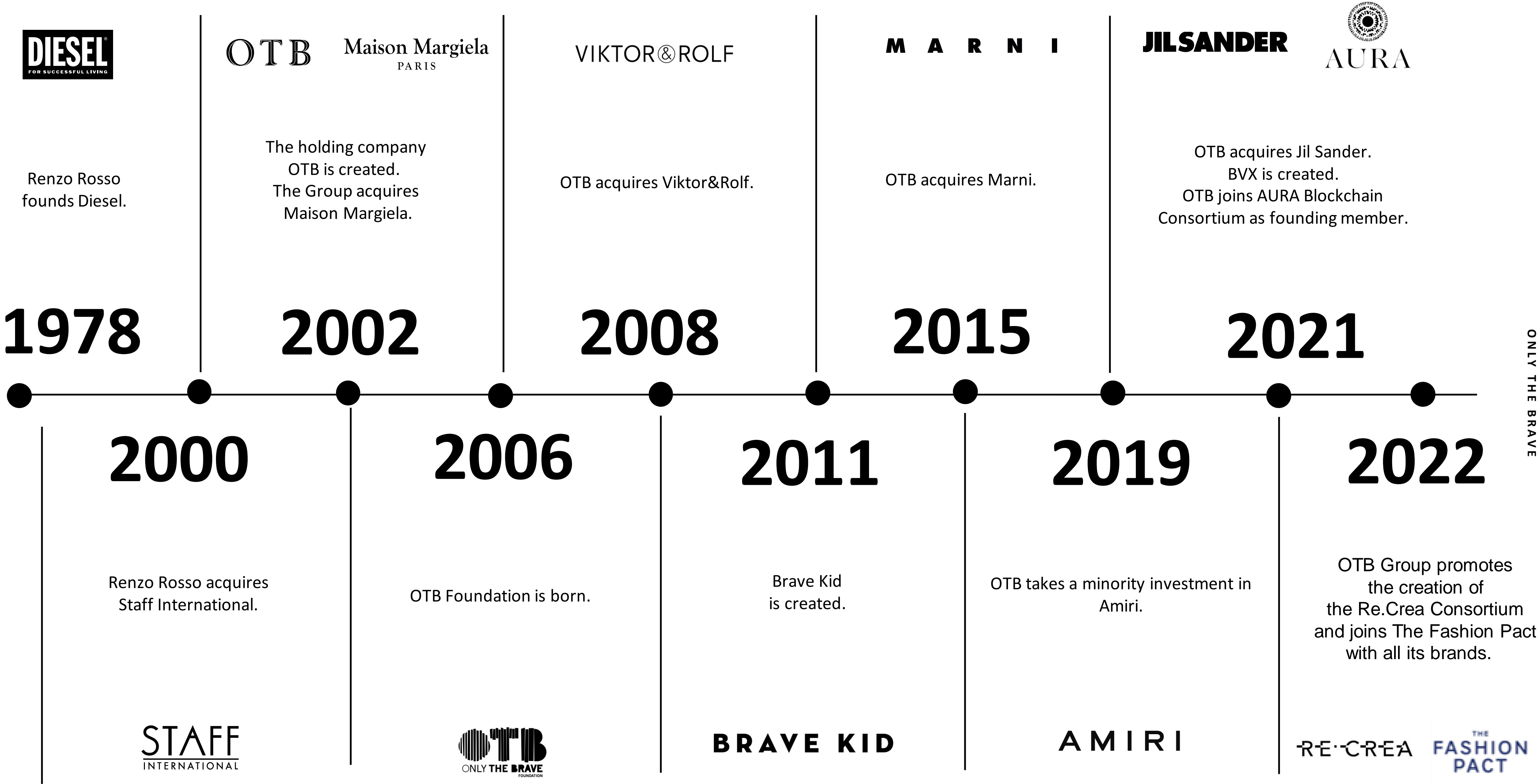
In 2013, OTB made an investment in Milan-based luxury house Marni, known in the world for its edgy and quirky aesthetic. The group took full control of the brand in 2015.

The group further expanded its brand portfolio in 2021 acquiring the luxury firm Jil Sander.



ONLY THE BRAVE

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+1.7

BLN € TURNOVER

24

COUNTRIES

85%

EXPORT

+600

STORES

+6000

EMPLOYEES



ONLY THE BRAVE

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Building brands

Our ambition is to develop brands and companies into successful, iconic businesses.

Enabling development

As a corporate organization we serve to provide the expertise, tools and services to facilitate the growth of the brands and companies of the group.

Challenging the rules

Our attitude is to be always innovative and think out of the box.

Discovering & Fostering creativity

Creativity is at the center of everything we do. We are strongly committed to nurturing unconventional talents.



ONLY THE BRAVE

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Courage

Try different perspectives

Respect

People come first

Excellence

Raise the bar

Evolution

Make things happen



QUARTERS

The headquarters

Opened in 2010, OTB headquarters are a 64,000m² stimulating environment built on principles of eco-compatibility and alternative sources of energy supply, such as solar and geothermal.

The building hosts several services for the well-being of the employees and their families: a multifunctional auditorium, a restaurant and a café, a fully equipped gym, two outdoor soccer and tennis fields, plus an indoor field, a beauty center and a kindergarten. This educational structure operates on the basis of an innovative pedagogic method, built on creativity and self-expression.

ONLY THE BRAVE

2023

The braves

At OTB, people care is the first of our concerns: mutual respect, collaboration, transparency and integrity, constitute the recipe of our team spirit and what keeps our human and professional relationships special.

We live in a multinational and multicultural environment, where differences and personal contributions are strongly valued and encouraged.

Taking responsibility for our ideas, choices and actions, we work in a community where we can play at our best, feeling free to stand up for our ideas and explore new ones.

Our managers are committed to nurturing and empowering young talents: assigning challenging yet achievable goals, recognizing top performances, and providing valuable opportunities for career growth to all employees.

If you want to join our group, visit www.otb.net and check the “Careers” section.



Innovation

We lead the innovation in the virtual world to enhance the whole fashion experience.





AURA Blockchain Consortium

OTB has joined, as founding member, the AURA Blockchain Consortium along with LVMH, Prada Group and Cartier, part of Richemont, and Mercedes-Benz.

The main goal of the AURA Blockchain Consortium, which is an unprecedented alliance between the most important global fashion and luxury groups, is to realize the common ambition of establishing and developing new standards for the industry in terms of innovation, transparency, sustainability and blockchain technology.

OTB Group contributes to strengthen AURA's commitment with the ultimate goal of improving the experience of the customers, as well as their relationship with OTB brands and products.

BVX

Brave Virtual Xperience is the new business unit of OTB, lead by Stefano Rosso, member of the OTB Board of Directors and of the Board of Aura Blockchain Consortium, and Founder of D-Cave, the lifestyle platform of the Digital Culture.

BVX is entirely dedicated to the development of products, projects and experiences designed for the virtual world or metaverse.

BVX focuses on the development of new methods of direct interaction with the end customer, with the aim to connect younger consumers to fashion and lifestyle brands, strengthen the engagement and extend the offering of digital products, focusing on NFTs and gaming.

Sustainability

Respect for the environment, people and the community have always been guiding values at OTB.

The Group long term sustainability strategy , “Be Responsible . Be Brave.”, is the result of a structured program which involves all the companies and brands of the Group.

It covers three main areas: safeguarding the environment , attention to the product, social commitment.

OTB aims to contribute to the creation of a new fashion system, rooted in durability, traceability and circularity, and aspires to become net zero by 2030 in its own operations, eliminate the use of hazardous chemicals from its production processes and responsibly steward water resources.

At the same time, the Group takes concrete action to boost inclusivity and equity within its diverse community and implements projects with a positive social impact for local communities across the globe.

Discover more on our Sustainability Report:
<https://sustainabilityreport.otb.net/en/>



ONLY THE BRAVE

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**The new
fashion
system.**



ONLY THE BRAVE



OTB Foundation was born in 2006 as the not-for-profit organization of OTB.

Focusing on three principles: direct social impact, sustainability and innovation, its mission is to rebalance social inequality and contribute to the sustainable development of less advantaged communities around the world.

Since it was established, OTB Foundation has invested in almost 350 social development projects worldwide, directly benefitting the lives of over 350,000 people.

To discover more, visit www.otbfoundation.org

**We look at life
and we see beauty.**

**We look at people
and we see talent.**

We are OTB.