

# OTB

## 15 YEARS BUILDING A FASHION UTOPIA

In 2001 Barbara Franchin, founder of International Talent Support, and Renzo Rosso, founder of Diesel and President of OTB, joined forces to give fashion design students of the world's most prestigious schools the chance to show their talent in front of a professional, knowledgeable audience of designers, buyers, head-hunters, and some of the most important international media. Financing the initiative from its very beginning (the feasibility study) first with Diesel, and later with OTB, Renzo Rosso involved his own 'talents' in this project (and in the jury of some editions of the contest): Marni's Creative Director Consuelo Castiglioni, Viktor Horsting & Rolf Snoeren, Diesel's Artistic Director Nicola Formichetti. 15 years of collaboration that have seen several ITS finalists and winners integrate the ateliers and design teams of many brands of OTB.

For the 15th anniversary edition, OTB continues to be the Main Partner of the Fashion Area of ITS, and will also assign the special OTB Award to a selected winner. This award, which will be granted during the final event on July 16<sup>th</sup>, consists of a cash grant as well as the possibility to join the design team of one of the group companies.

Discovering, supporting, and fostering creativity is at the core of OTB. The group contributes to financing several international initiatives that research and mentor new creative talents. Thus Renzo Rosso: "I always bet on creative freedom and encourage designers to let their imagination loose. Time has proved that I was right in trying to create my own Utopia".

OTB is the holding company of iconic fashion brands Diesel, Maison Margiela, Marni, Viktor&Rolf, and state-of-the-art companies Staff International and Brave Kid, specialized respectively in the production and distribution of prêt-à-porter and childrenswear brands.

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