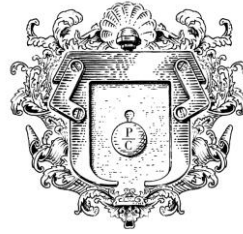


# OTB



PAULA  
CADEMARTORI

## PAULA CADEMARTORI JOINS OTB GROUP

Breganze (Italy), October 26, 2016. OTB is happy to announce that Paula Cademartori is joining the group. The trademark of the Italian-Brazilian designer known for her colorful collections of bags, shoes and accessories strictly made in Italy, already has a truly international commercial presence, and is chosen by international icons like Beyoncé, Lady Gaga, Jessica Alba, Natasha Poly, Jourdan Dunn.

'Fostering creativity', supporting young talents is at the core of OTB's mission and a personal commitment of its founder Renzo Rosso who, over the years, has consistently and in different ways been helping young creatives all over the world. By investing in a high potential brand, OTB will provide all the services and synergies that an industrial group can offer a young, promising designer brand.

"I am truly happy and proud to enter the big OTB family, with whom I whole-heartedly share values and philosophy. This is an incredible opportunity of growth and development for my brand. For me Renzo is not only a great entrepreneur but also an inspiring figure", is the comment of Paula Cademartori, creative director and founder of the eponymous brand.

Thus Renzo Rosso, President of OTB: "Paula's energy and positivity are contagious, and her products are high-quality and distinctive. Within our group, she will continue to freely create innovative, 'brave' products, also thanks to the structural support we will provide her, and together we will create a new success story based on a unique identity and borderless creativity".