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BREAKING NEWS

# Renzo Rosso's OTB Acquires Majority Stake in Paula Cademartori

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Renzo Rosso's Only The Brave has acquired a majority stake in Brazilian accessories brand Paula Cademartori.



**BREGANZE, Italy** — Only The Brave, the family investment arm of Diesel founder [Renzo Rosso](#), has announced that it has acquired a majority stake in Italian-Brazilian fashion brand [Paula Cademartori](#).

The designer is known for her colourful collections of accessories including bags and shoes, which are worn by the likes of Beyoncé, Lady Gaga and Jessica Alba.

“Paula’s energy and positivity are contagious, and her products are high-quality and distinctive,” says Renzo Rosso, president of Only The Brave (OTB) in a statement.

“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.”

The company’s investment is part of its long term aims of supporting young emerging talent, OTB says in a statement, which will offer support to Paula Cademartori’s growing 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,” says Paula Cademartori.

*Stay tuned to BoF for updates.*