

# DIESEL

Embargoed until September 19, 2018, 9am GMT

DIESEL

Together with  
Nicki Minaj, Gucci Mane, Bella Thorne, Tommy Dorfman and more

PRESENT

**HAÛTE COUTURE**  
The more hate you wear the less you care

September 19, 2018 – We have all been victims of negativity and criticism on social media. Whatever you do online, there is always somebody ready to criticize. And when hit by unjustified hate, most of us take a step back. But hiding and feeling bad about is not going to help anyone.

The truth is this: the more you expose the hate you get, treating it with irony and irreverence, the less power it has to cause harm. This is why we are launching Haute Couture. A unique collection designed to do just that: disempower hate.

Where to start if not from what we have experienced directly? We took some of the hate Diesel received as a brand, like “Diesel is dead” and “Diesel is not cool anymore”, showing them with pride and turning them into unique items.

Then, because no one gets more hate than the celebrities and names we follow on social media, we are kicking this off with a group of polarizing global personalities including **Nicki Minaj, Gucci Mane, Bella Thorne, Bria Vinaite, Tommy Dorfman, Miles Heizer, Yovanna Ventura, Barbie Ferreira, Yoo Ah-In and Jonathan Bellini**, to help deliver an important message: “The more hate you wear the less you care.”

They chose some of the worst comments they have ever received, and we have designed exclusive Haute Couture items for each of them. Nicki Minaj was dubbed “The Bad Guy.” Gucci Mane was told “Fuck You, Imposter.” Bella Thorne was named a “Slut.” And, Tommy Dorfman was called “Faggot.” All these comments are now limited-edition items in the Haute Couture collection, available from September 19 in selected Diesel stores and on diesel.com.

This new chapter of Diesel communication starts and lives where online hate is born – mostly on social media - with a series of tailor-made videos for each member of our stellar cast. We can see them dance and ironically celebrate the hate they have received, helping the world experience, first-hand, the campaign message.

We are also encouraging everyone out there to create their own one-of-a-kind Haute Couture items. In key markets around the world, starting from October 6, we will let our customers personalize the new collection, creating and wearing the worst comments they have ever received. And with the proceeds from the sale of the Haute Couture items, Diesel will be making a donation through the Only The Brave Foundation in support of anti-bullying and cyberbullying programs in different countries around the world.

**WATCH THE FILM HERE: <https://youtu.be/IUJtUojXY1k>**

*For more information, please contact:*

*Diesel HQ Press Office: +39 0424 477555 | [press@diesel.com](mailto:press@diesel.com)*