

DIESEL

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Fashion collaborations? Again? Diesel is over it.

Diesel launches the ultimate collaboration with the brand with the longest queue in Berlin: Mustafa's Gemüse Kebap

Berlin, Germany, August 31, 2018. In this day and age of brands constantly trying to outdo each other for street credit, finding the coolest label to collaborate with has become a major challenge.

So how do you find the most in-demand brand in town? Easy: people. Finding where the coolest people queue.

Diesel is creating its own ironic take on the fashion collaboration by joining forces with none other than Mustafa's Gemüse Kebap, the famous cult kebab kiosk located in Berlin. Mustafa is a legend in Berlin and his kebabs are so tasty and mouthwatering that people wait for hours on end just to indulge on one of his delicious offerings.

Introducing: Diesel x Mustafa's Gemüse Kebap.

The Diesel x Mustafa's Gemüse Kebap capsule collection both satires this new state of the industry—and finds a way to move the conversation forward.

Our capsule will feature sweatshirts, tees and hats with graphic interpretations of both Diesel's and Mustafa's Gemüse Kebap's logos. They will become cult items for an in-the-know set that does not take itself too seriously. Each piece will be a must-have for every fashionista, in a limited edition drop that cannot be missed—this fresh approach to collaborating is guaranteed to be truly unique. Spicy, saucy, and flavorful, the items will only be produced in a numbered run.

Once they're sold out, that's it.

The link-up will drop at Berlin's Bread & Butter Festival on August 31. It will then become available on diesel.com and in selected Diesel stores worldwide from September 3.

The project has been developed by Publicis Italy.

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