

DIESEL

THIS HOLIDAY SEASON, GIFT A THOUGHT

November 12, 2018—Winter is coming, and that means we're all about to get a *lot* busier: it's gifting season. You know, that crazed time to run around frantically trying to find that special something; the perfect present to tell someone you've thought about them. Because, no matter what you buy—from socks to a sports car—it's the thought that counts, right?

Diesel has come up with a solution: why not gift a thought itself? It's personal, and it delivers upon the longstanding mantra. Packaged in a premium glass container, it will make your life easier while making someone else's happier.

The thought-giving concept can be seen, first hand, through a series of short films. In them, "mock" presents explode and awkward gifting situations unfold; there is a grandmother carefully unwrapping a bong, a boyfriend handing his girlfriend a pasta portrait, and more, let's say... unlikely scenarios.

The campaign serves to illustrate that with any piece bought from the current Diesel collection leading up to the holiday season, the purchaser will also receive a thought bubble to include with the gift.

Because if it really is the thought that counts, Diesel says: give your loved one, friend, co-worker—anyone, really—the best thought possible.

For more information, please contact:

Diesel HQ Press Office: +39 0424 477555 | press@diesel.com