

# DIESEL

## WHILE BRANDS THRIVE ON LOGOS – DIESEL MAKE UP A NEW ONE!

### The brand opened *for real* a fake store in Canal Street during NY Fashion Week

*New York, February 9, 2018.* A few days ago, **DIESEL** secretly opened a fake-looking store called **DEISEL** on NYC's Canal Street, very far from Fifth Avenue or the other fashion temples, and right in the heart of New York City's most famed fake-fashion destination.

The unsuspecting shoppers probably did not realize then, but what they shopped there in the past days were actually one-of-a kind pieces specially crafted by Diesel design team disguised with fake DEISEL branding. Those lucky dudes took home some rare pieces, very likely to become collector's item. Operating in the original style of its Canal Street neighbors, the store's interiors and selling experience played the rest, and the whole experiment was caught in a video that celebrates the quintessential global infatuation for designers' goods at discounted deals.

Surfing on the current logomania trend, and right when consumers seem to turn away from heavily branded items, Diesel plays with its fans and encourages them to feel free to wear whatever they want. Why? Because this is the moment to celebrate those who are *"gonna pop some tags, with only twenty dollars in their pocket, looking for a come-up that is fu\*\*\*\*g awesome"*.

If you missed the deal, no worries, you might still have the chance to get your DEISEL piece if something is left! From today and for the next three days, try your luck at our DEISEL store on 419 Broadway, at the corner of Canal Street. And if you miss also this chance, try online. Some of the lucky ones that got it at knock-off price maybe decide to sell them, or you can always try to buy them in very limited edition on Deis... no sorry, on **Diesel.com** from February 13.

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