

DIESEL

DIESEL INSPIRES A YOUNG GENERATION TO FORGE THEIR OWN PATH

AND 'MAKE THEIR WAY THE SUCCESSFUL WAY'

Shanghai, March 28, 2019. DIESEL touched down in Shanghai to celebrate the city's Fashion Week, and unveiled an installation at Labelhood, the platform focusing on emerging talent, ideas and new brands, as well as many other creative projects and collaborations. DIESEL's presence in town is highly varied, ranging from the launch of a collaborative collection, to a panel with the company's founder, Renzo Rosso. The brand's key message? Encouraging young people to achieve success on their own terms.

"Make Your Way The Successful Way" is the overarching message of the brand's plan for China in 2019. It taps into a widespread sentiment that young people, in China and all over the world, feel the pressure to be successful. And too often, success is simply equated to wealth. New generations are now starting to challenge the conformity of what success means for their family and for them, and embracing the value of staying true to themselves.

In promoting this message, DIESEL has enlisted four local opinion leaders—and created four matching videos with Hypebeast—to spread the word: rapper Lil Ghost, dancer Nikki Chen, independent music producer Li Si Si, and artist Jayson Atienza. The videos, which will run on social media, will allow viewers to "choose their own path". No matter which direction you chose to go, the videos will end up at the same conclusion. There is no wrong direction when finding your own way to successful living.

DIESEL's customized immersive showroom and experiential space – D:SPACE BY DIESEL at Labelhood includes an art installation by Chen Tianzhou (featuring multi-media sculpture installations); an interactive living space (incorporating pieces from the Diesel Living collection); and the special collaborative collection with designer Xiangyu (Xander) Zhou, dubbed #DieselXZhouXiangYu. The collection with Zhou (a hoodie, a t-shirt, a cap and customized jeans) was launched at Labelhood before going online at www.diesel.cn and on China's online giant Tmall. Zhou also animated a workshop at the space where denim, for both men and women, and pieces from the capsule were customized by the designer, joined by DIESEL founder Renzo Rosso.

Renzo Rosso also took part in a panel at Labelhood. Moderated by award-winning fashion journalist Jing Zhang, the panel included Labelhood's founder Tasha Liu and designer Masha Ma. It was a great opportunity for a large audience of students from Shanghai's fashion schools to hear stories of determination and willpower, as well as Renzo Rosso's own journey. Having always defied convention, he told the audience that everyone has their own individual path to success, and encouraged them to be brave, and find their own.