

DIESEL

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GAME ON

DIESEL announces a new collaboration with PlayStation 4's highly anticipated game, DAYS GONE

Breganze, Italy. April 15, 2019. Diesel is excited to announce a new collaboration, this time within the digital world—and community—of video gaming.

Diesel has partnered with PlayStation for the release of the hotly anticipated PlayStation 4 game *Days Gone*, due out on April 26, 2019. On April 19, one week ahead of the game launch, Diesel will drop a limited-edition collection of clothes and accessories that are inspired by what is one of the most hyped PlayStation releases of the year. The capsule collection will be available in select markets across Europe, Japan, and on www.diesel.com.

Diesel has been linked with the gaming world since the 1990's: the brand was a pioneer in in-game marketing, recognizing computer programs as an important media platform as far back as 1997, when it began with the first of its gaming collaborations. From a customized PlayStation to the game Protokid.com (developed to promote Diesel's then new children's clothing line), Diesel's projects in this field have been cutting-edge and innovative—and way more than just “a logo in a game.”

The collection will feature one denim jacket, one denim vest, four t-shirts and one baseball cap. Denim, throughout, is partially distressed and graphically treated, with the main character's initials, wings, biker-inspired patches, graffiti and studs. Tees also portray this aesthetic, Moto-inspired flare. The *Days Gone* game insignia, too, appears in the capsule.

Additionally, from April 19, selected Diesel stores will give customers a chance to play *Days Gone*—up to one week prior to its official release date. These stores will feature a PlayStation console on site, through which users may demo the program.

Diesel and PlayStation have a lot of common grounds: both of them have grown beyond their original products and purposes; both have become greater lifestyle brands, and both promote the idea of bold, uncompromising and successful living.