

## **DIESEL RED TAG x A-COLD-WALL\* collection teased in London A-COLD-WALL\* SS20 runway**

London, June 10<sup>th</sup>, 2019 – After the announcement of A-COLD-WALL\* as the fourth collaborator in the expanding DIESEL RED TAG series late last week, today the first looks of the collaboration were unveiled during the A-COLD-WALL\* SS20 show in London. During the experimental performance, Samuel Ross showed a hooded coat in a treated wash and paint splattered denim with exaggerated pockets and piping, as well as hooded sweatshirt and jeans in a unique wash, which offer a sneak preview into how Ross has taken inspiration from the Diesel archives – all combined with signature A-COLD-WALL\* usage of technical fabrics and accessories in a tease of what is to come.

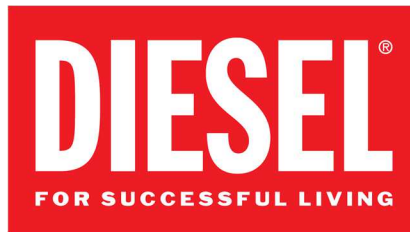
Designed by Samuel Ross, A-COLD-WALL\* creates high-concept intellectual streetwear. Ross's work is fuelled by socio-political and cultural commentary, garnering a huge fan base since its founding in 2015.

DIESEL RED TAG is a revolutionary platform conceived by Diesel with the support of Tomorrow, the fashion business accelerator, to host emerging and influential designers tasked with creating capsule collections that tap into the heritage of the Diesel archives, to reimagine the potential of denim.

DIESEL RED TAG debuted in 2018 with a first edition by Shayne Oliver of Hood By Air. The launch was followed by a partnership with Glenn Martens of the label Y/Project. 2019 has already seen a buildout of the DIESEL RED TAG roster, with Gosha Rubchinskiy's GR-Uniforma, launched in May in Berlin, and now with A-COLD-WALL\*.

Samuel Ross commented: "Until the opportunity to collaborate with DIESEL RED TAG, I didn't have the access to the proper facility to work with denim as a material. Denim ties onto the A-COLD-WALL\* focus on texture and character - it changes over time, it softens, it rips, it can be repaired, it builds character."

Renzo Rosso, founder of Diesel : "Diesel Red Tag is the highest expression of our collaborations strategy, the one which taps into the newest generation of creative, disruptive and iconoclastic designers who



interpret our world, and particularly our denim DNA in the most modern way, for the worldwide fashion community. Samuel has never done denim before and to me the idea of having him doing it with Diesel felt immediately right, a match we had to explore together putting our expertise at his disposal.”

The DIESEL RED TAG x A-COLD-WALL\* capsule will be available from November 2019 and will be distributed exclusively through a network of select retailers curated by Tomorrow, the business accelerator and partner with Diesel on the RED TAG project, on [diesel.com](http://diesel.com) and in Diesel’s 10 best stores worldwide. Special installations in key international cities will be created by A COLD WALL\* together with Diesel to launch the collection worldwide starting from the second half of October 2019.