

DIESEL

DIESEL Celebrates Aalto University's Class of 2019

Amongst International Initiatives Dedicated to Fashion Talents of Tomorrow

Helsinki, Finland. May 30, 2019. This past week, **DIESEL** hosted an exclusive dinner at Helsinki's legendary Hotel Kämp with Finland's **Aalto University** in support of the school's graduating class of 2019. Yesterday, the students presented their final collections with a fashion show. On top of this, five students revealed uniquely personalized DIESEL denim pieces as complements to their graduate collections. One out of those five, **JUSTUS KANTAKOSKI**, scooped up the DIESEL Award.

DIESEL's relationship with Aalto is wider. Earlier in the year, the partnership started with the *Window Project*, a competition in which students were asked to design mock window concepts for DIESEL's Helsinki store, located at Mannerheimintie 2. The winner was **Jim Bergstrom**: his vision was unveiled on May 22 and his work will remain installed for another two weeks.

Just like its parent company OTB, DIESEL is passionately committed to discovering, supporting and fostering creativity amongst the world's up-and-coming fashion talents. The company strongly believes in seeking out and lauding the best of the globe's emerging minds—the visionary designers of tomorrow. With this focus, DIESEL is supporting other organizations and initiatives in 2019, to further promote the promise of next-generation fashion imagination.

To celebrate **ANDAM** Fashion Award's 30th anniversary, DIESEL will participate to the exclusive ANDAM installation highlighting its most prestigious past winners and sponsors through unique collaborations. Under the theme "The Energy of Creation.", Renzo Rosso, founder of the brand and president of OTB, sponsors of the French prize since 2013, selected three labels from ANDAM's thirty years' worth of creativity: Viktor & Rolf, Gareth Pugh and Y/Project, whose designers will work with DIESEL's denim atelier to create iconic denim pieces that will be showcased at iconic department store in September 2019.

As was the case for the past 18 years, also this year DIESEL will support **ITS**, the international talent contest founded by Barbara Franchin in Trieste, Italy. Finalist designers are being asked to design a denim outfit as part of their overall collection presented at the contest, and the winner will receive financial support and the possibility of an internship inside DIESEL's style and design office.

Earlier in June, Renzo Rosso will return as jury president at **Milano Moda Graduate**, CameraModa's yearly event for Italian design schools' best talents.