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RENZO ROSSO'S OTB INVESTS IN L.A.-BASED LUXURY BRAND AMIRI

Breganze, Italy. June 3, 2019. In keeping with its mission to foster creativity and enable development, **OTB** and its President Renzo Rosso are proud to announce their investment in **AMIRI**, the luxury brand established by Mike Amiri in Los Angeles in 2014.

As a strategic partner, the Italian entrepreneur will assume a supportive role, providing his expertise and extensive breadth of resources. OTB will foster AMIRI's development and provide a global platform for continued expansion and long-term success.

"As a growing independent brand, I am honored to have found a like-minded entrepreneur and visionary like Renzo. His extraordinary experience and knowledge combined with our shared vision makes this a remarkable creative and commercial partnership", said Mike Amiri.

Thus Renzo Rosso: "Mike is an undisputed talent. I have been following his development for quite some time. I love his esthetic, his style, his modernity, his business drive. He has a very distinctive creative voice, and is an extremely passionate entrepreneur, very close to my mentality".

ABOUT OTB

OTB is the parent company of Diesel, Maison Margiela, Marni, Viktor&Rolf, Paula Cademartori, Staff International and Brave Kid. In 2018, the group consolidated revenues amounted to 1,439 million Euro (US\$ 1.6 billion), with a positive net financial position and a very solid consolidated net equity. The industrial development plan of the group envisages investments for over 200 million Euro in the next 3 years.

ABOUT AMIRI

The modern luxury house, AMIRI sits alongside the most established designer brand names in the best stores in the world. Over the years, the brand has garnered a loyal clientele seeking that unique DNA that mingles the L.A. lifestyle with exceptional savoir-faire. An L.A. native, Mike Amiri established a distinct design signature since his debut collection by combining highly detailed deconstruction and embellishments with luxury materials to create an authentic rock n roll spirit — all grounded in the nostalgic touchstones of his Californian youth. In 2018, Mike Amiri was nominated for the Swarovski Award for Emerging Talent at the CFDA Fashion Awards and honored with the Emerging Talent Award at the Footwear News Achievement Awards. He is nominated for Menswear Designer of the Year at this year's upcoming CFDA Fashion Awards. AMIRI will present its Spring/Summer 2020 collection during Paris Fashion Week on June 20th, 2019.

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OTB

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