

OTB

STAFF INTERNATIONAL

KOCHÉ

OTB'S STAFF INTERNATIONAL INKS LICENCING DEAL WITH DESIGNER BRAND KOCHÉ

Breganze, November 19th, 2019. **OTB** is pleased to announce a new licensing deal between **Staff International** and French designer brand and 2019 ANDAM Grand Prize winner **KOCHÉ**. Founded by Christelle Kocher in 2015, **KOCHÉ** stands at the crossroads of Couture know-how, streetwear attitude and youth culture energy, a mix that exudes at the brand's fashion shows.

Fostering creativity and supporting young talents has always been at the core of OTB's mission. Over the years it has consistently nurtured and helped emerging creative minds throughout the world. Through its controlled company Staff International, OTB will provide **KOCHÉ** with all the services and synergies that an industrial group can offer and that are vital to the development of young, promising brands.

The agreement covers product research and development, production and worldwide distribution (retail, wholesale and online) of the **KOCHÉ** brand. The upcoming Fall/Winter 2020 collection will be the first output of the collaboration between the Paris-based brand and Staff International which will cover all product categories, ready-to-wear, footwear, handbags and small leather goods, in both the women's and the men's offerings.

Founded in 1976, Staff International is a beacon of Made in Italy with over 40 years of know-how in the creation of high-end fashion collections across all categories. The company has a long and successful history of developing international, iconic fashion brands through exclusive worldwide licenses.

Christelle Kocher, **KOCHÉ** Creative Director and Founder: "I am very happy to team up with OTB. This strategic partnership and the high expertise of Staff International will enable **KOCHÉ** to reach the next level of its development. I am so enthusiastic to build the future of my brand with my inspiring mentor Renzo Rosso!"

Renzo Rosso, OTB President: "I met Christelle at the ANDAM Award last July and was intrigued by her approach to youth culture and her modern vision of fashion. I am happy to support her creativity and business development, and to provide her with our 40 years' experience in this industry".

KOCHÉ shows its collections at Paris Fashion Week and has held events in Marseille, New York and Tokyo. A graduate from Central Saint Martins, Christelle Kocher worked in Milan, Antwerp and New York for Bottega Veneta, Dries van Noten, Chloé and Martine Sitbon. Parallel to her work at **KOCHÉ**, Christelle is also the Artistic Director of Maison Lemarié.

OTB is an international fashion group, the parent company of iconic brands Diesel, Maison Margiela, Marni, Viktor&Rolf, Amiri, and of state-of-the-art companies BraveKid and Staff International. The group believes in pushing the boundaries of fashion and lifestyle, offering a portfolio of global brands to a new breed of unconventional consumers. With 2018 consolidated revenues exceeding 1,4 billion Euro, the group recently announced a development plan with over 200 million Euro investments in the next 3 years. Recently, the group increased its participation in Viktor&Rolf, and invested in Amiri, the Los Angeles-based luxury brand established in 2014.

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