

DIESEL JOINS THE FASHION PACT

Breganze (Italy), February 13, 2020. Following the recent launch of its *For Responsible Living* strategy during Milan Men's Fashion Week, DIESEL takes a further step in its commitment announcing today that it has joined The Fashion Pact, the global alliance of fashion brands committed to environmental goals.

In April 2019, ahead of the G7 meeting, French President Emmanuel Macron gave François-Henri Pinault, Chairman and CEO of Kering, the mission to bring together the leading players in fashion and textile, with objectives drawing on the Science-Based Targets (SBT¹) initiative and aiming to set shared goals to reduce the environmental impact of their industry. The Fashion Pact's 63 signatories are committing to achieving practical objectives in three areas: climate, biodiversity and oceans.

Renzo Rosso, founder of Diesel and President of its parent company OTB: *"To change the way we do business, collaboration is key. We have been working with Camera Nazionale della Moda Italiana to progress the sustainability conversation in Italy for a long time, but we recognize our industry's global footprint. I founded Diesel on the values of respect and responsibility and one of our biggest tasks is creating a sustainability culture throughout our entire organization. I am looking forward to working with these stakeholders who believe that the future of fashion, and of our planet, lies in uniting under a common goal and setting out clear and actionable steps to leave a better world to next generations."*

Diesel *For Responsible Living* sustainability strategy is based on four key pillars and commitments named *Be The Alternative*, *Stand For The Planet*, *Celebrate Individuality* and *Promote Integrity*. Its announcement and launch marked the beginning of a significant journey that align with the objectives of the Fashion Pact, and over the coming months Diesel will define measurable targets, continually and publicly track progress, to demonstrate its commitment to responsible business for future generations.

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¹ *The aim of the SBT initiative is to match companies' objectives for reducing greenhouse gas emissions with the data provided by climate science.*

EDITORS NOTES

DIESEL FOR RESPONSIBLE LIVING

The commitment

Through the publication of our *For Responsible Living* Strategy, we formally commit to implementing a responsible business strategy that is respectful of people and the environment. Building upon our philosophy and positively disruptive outlook, our sustainability strategy is centered around four key pillars and commitments:

Be the alternative

We commit to creating alternative, responsible products and packaging, by seeking out low impact materials and innovative techniques, investing in research and development, and collaborating with others to find more sustainable solutions throughout all stages of our value chain.

Stand for the planet

We commit to climate action, and to rising for environmental stewardship, by minimizing our greenhouse gas emissions, reducing our water footprint, and improving reuse and recycling rates across our operations.

Celebrate individuality

We commit to developing a sustainability culture within the company, honoring employees' rights and their diversity, which allows us to thrive, treating all equally, nurturing employees to fulfil their potential, and promoting a safe work environment.

Promote integrity

We commit to working towards the highest social and environmental standards throughout our supply chain, by enhancing the traceability of our products and promoting positive practices amongst our suppliers.

THE FASHION PACT

The Fashion Pact's objectives draw on the Science-Based Targets (SBT²) initiative, which focuses on action in three essential areas for safeguarding the planet:

- **Stop global warming:** by creating and deploying an action plan for achieving the objective of zero greenhouse gas emissions by 2050, in order to keep global warming below a 1.5°C pathway between now and 2100
- **Restore biodiversity:** by achieving objectives that use Science-Based Targets to restore natural ecosystems and protect species
- **Protect the oceans:** by reducing the fashion industry's negative impact on the world's oceans through practical initiatives, such as gradually removing the usage of single-use plastics

These commitments are designed to be embraced by every company involved and backed by cross-sector initiatives, along with the deployment of innovation accelerators.

Private companies, working alongside nation states, have an essential role to play in protecting the Planet. With the Fashion Pact, some leading players in the fashion and textile sector are joining forces for the first time to launch an unprecedented movement. A collective endeavor by its nature, the Fashion Pact is open to any company that wants to help to fundamentally transform the practices of the fashion and textile industry, and to meet the environmental challenges of our century.

² *The aim of the SBT initiative is to match companies' objectives for reducing greenhouse gas emissions with the data provided by climate science.*