



OTB ACQUIRES JIL SANDER

Breganze, Italy. March 5, 2021. **OTB** announces the addition of a new iconic name to its unique portfolio of fashion houses: **JIL SANDER**. Founded by the eponymous German designer in 1968 and owned by the Japanese multi-brand fashion conglomerate Onward Holdings since 2008, the brand has been creatively directed by Lucie and Luke Meier since 2017. OTB and Onward Holdings have signed an agreement for the Italian group to acquire 100% of Jil Sander.

Jil Sander, the high-end luxury brand, is the epitome of modernity and sophistication. Its unconditional dedication to design combines elegance and purity with innovative materials and exceptional craftsmanship. With its creative sensitivity to clean lines, the brand has successfully modernized traditional concepts of luxury and elegance, and continues to enrich the fashion world with its distinctive quality.

OTB President Renzo Rosso commented: "I have admired and respected Jil Sander since the fashion house was first established. Despite the changes of ownership and creative direction, the house has always stayed true to its founder's vision, maintaining an absolute commitment to beauty, quality, and its signature minimalist approach. To be able to welcome this timeless jewel to our group of unique, unconventional labels is an honor and a long-term undertaking."

OTB is the parent company of Diesel, Maison Margiela, Marni, Viktor&Rolf, Amiri, Staff International and Brave Kid. For 2020, the group reported consolidated turnover of 1,317 million Euro, EBITDA of 176 million Euro, and a strong positive net financial position of 175 million Euro.

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OTB

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