



## OTB TO FOSTER AND MENTOR NEW CHINESE TALENT THROUGH YU PRIZE

Breganze, Italy. March 26, 2021. **OTB** and its President **Renzo Rosso** are proud to join founder and CEO of Yu Holdings **Wendy Yu** in the **Yu Prize**, an initiative created to nurture emerging Chinese designers, discover new creativity and provide international exposure and support to China's fashion landscape.

This year's finalists have already been announced and they are: *At-One-Ment, Chenpeng, Danshan, Donsee10, 8on8, Garçon by Gçogcn, Ming Ma, Oude Waag, Redemptive, Shie Lyu, Shushu/Tong, Shuting Qu, Susan Fang, Windowsen, Yuequi Qi, Zi Ii Ci Ien*. The winner will be announced on April 6, the opening day of Shanghai Fashion Week, and the prize endowment will be 1,000,000 RMB (over 125,000 euro), a showcase at Paris Fashion Week, retailing at Harrods, incubation at Yu Holdings, and a year-long mentoring from OTB on the fundamentals of managing and developing a brand, including its sustainability strategy.

Members of the prestigious prize jury include designers Diane Von Furtstenberg, Giambattista Valli, and Jason Wu, editors like Vogue's Chioma Nnadi and Sara Maino, Financial Times' Lauren Indvik, and WWD's Lena Yang, sustainability champion Shaway Yeh, Andrew Bolton curator of the MET's Costume Institute, Chinese entrepreneur Edison Chen, founder of Labelhood Tasha Liu, Madame Lu, vice secretary general of Shanghai Fashion Week, Pascal Morand President of the Fédération de la Haute Couture et de la Mode, and more including OTB President Renzo Rosso.

"Throughout my history I have always wanted young talents to be part of the style offices of our brands because they are special, their creativity is uncontaminated, challenging, and it's also thanks to them that we have become a point of reference for international fashion. I fully share Wendy's commitment to foster young creativity, in this case specifically from China. In the last years I have had the opportunity to work with some of them – Pronounce, Xander Zhuo, Xiao Li – and it was an energizing experience. The exchange with China nowadays is ongoing and truly mutually enriching", he commented.

OTB is the parent company of Diesel, Maison Margiela, Marni, Jil Sander, Viktor&Rolf, Staff International, Brave Kid, and it holds a minority stake in Amiri.

[www.yu-holdings.com/yu-prize](http://www.yu-holdings.com/yu-prize) - [www.otb.net](http://www.otb.net)

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