

OTB

PUSHING THE BOUNDARIES, INVENTING THE FUTURE

The mission of OTB is to build brands for a new breed of consumer – enabling development, challenging the rules, fostering creativity. This is why the group supports ITS (International Talent Support), the international platform for young design talents worldwide. Several past ITS finalists are integrated in the style offices of the group's brands, confirming the quality of its long and elaborate selection.

This year OTB is the Main Partner of ITS Fashion and will assign the OTB Award to a young talent who will have the possibility to carry out an internship in one of the companies of the group and receive a cash prize. In addition to this and in partnership with ITS, OTB will give the ITS Fashion Award, consisting also of a prize in cash and the possibility for the winner to present their new project in the next edition of ITS.

OTB President Renzo Rosso, who has supported ITS since its creation 15 years ago, is known for being a visionary and a big supporter of young creativity. "I believe in pushing the boundaries of fashion, this is why I support the young talents of ITS: they are not afraid to innovate and challenge traditional perceptions, they bring modern ideas, and they are not afraid of the future, because they know that the best way to forecast the future is to invent it".

OTB is the holding company of iconic fashion brands Diesel, Maison Margiela, Marni and Viktor&Rolf, and state-of-the-art companies Staff International and Brave Kid.