

那些比时尚和财富 更重要的事

FASHION

我有一个非常强大的公关部门。每一天，他们会把大量经过筛选的信息送到我的手中。我已经想不起自己上一次好好读完一本书或是一本杂志是在什么时候。好在这些同事非常了解我关

心什么，也清楚我应该知道什么。这个世界上正在发生的大小事件，无论关于 OTB 集团、Diesel、时尚产业，还是关于政治风云、社会事件，他们都会让我知道。我是一个时刻保持开放性思维的人，最喜欢和人聊天。从设计师、同事和客人们的言谈中，我能获得很多力量和积极的思想。

最近我了解到一个消息——奢侈品牌在中国的发展开始放缓，与之相比，越来越多的消费者开始对设计师品牌产生兴趣。这对我整个 OTB 集团来说都是个天大的好事。十年前我就曾经在一次采访中说：总有一天，奢侈品牌会遇到严重的大麻烦。他们太高傲霸道了，需要庞大奢华的店铺、惊人的广告公关和宣传费用，消耗巨大的资源。可是在如今的世界里，绝大多数人的生活并没有那么容易信手拈来。很多人找不到工作，还有一些地方的人连干净的饮用水都没有。在这样的一个世界里，为什么人们要让财富通通流入奢侈品市场，而不去与那些更需要关爱的人分享？

举个例子：听说在今年 3 月的巴黎时装周期间，有个奢侈品牌花了 2 亿欧元办秀。你能想象把足够一个普通人花上一辈子的钱用来办一场时装秀吗？100 万欧元就可以做一场足够好的秀，如果你还有 100 万欧元，为什么不去救助那些生活在困苦中的人？相比之下，我们的 OTB 集团就更加关注社会和真实生活着的人

我这辈子从没为钱工作过一秒。30 多年前，我曾想象这个公司的市值能达到 5000 万（欧元）。今天，我们的规模已经远远超过了这个数字。但我自始至终都只是在做自己喜欢的事情。



Diesel 2015 年春季广告大片中不仅使用了不同肤色、性别及文化背景的模特，还特别邀请了白癜风超模 Winnie Harlow 一起笑对人生。

主笔 Renzo Rosso

OTB 集团创始人兼总裁，拥有设计师品牌 Diesel、Maison Margiela、Dsquared²、Marni、Viktor & Rolf 等。



们。我们旗下的品牌都不算高端奢侈品。它们的设计更加摩登，并且更符合日常生活的穿着需要，价格也更亲民。

是的，我从来不是一个羞于表达自己真实想法的人。OTB 集团的名

称正是“Only The Brave”的缩写。在这个格外注重视觉效果的时尚产业里，文字尤其是标语，用讽刺或直白的表达吸引人们的注意，为品牌获得关注与尊重，让更多人可以最快地清楚“你是谁”。

那么问题来了。“我是谁？OTB 集团又扮演着什么角色？”我想答案应该是：支持创意，给年轻人机会。每年我们都会大力赞助 ITS 设计大赛，中国设计师李筱就是从这个比赛中脱颖而出的。对我来说，这些年轻人拥有最纯粹的、没有受到过商业世界浸淫的才华。每年

我们都会收到将近 1000 份简历，创意团队通过这些刚刚毕业的孩子的精彩作品了解当下年轻人对美的喜好，从而把握社会的脉搏，决定我们接下来的设计走向。无论是身在米兰的 Nicola Formichetti、定居伦敦的 Dsquared² 兄弟，还是留在巴黎的 John Galiano，他们都在 OTB 集团的支持下拥有最大限度的创作自由，打造着属于他们的时尚品牌。

每天早上醒来，你用 Viktor & Rolf 的香水开始全新的一天，穿上 Marni 的印花衬衫，套上 Dsquared² 的牛仔裤，你的家居产品来自 Diesel，院子里停放着 Diesel 与 Ducatti 合作推出的限量款机车，就连冰箱里的有机食品也来自一家由 OTB 投资股份的公司……曾经我以为是异想天开的一切，现在正真切地发生在我们的生活里。我是幸运的，我爱我的工作。BAZAAR

What's More Important Than Fashion And Fortune...

I have never worked for money in my life, not even for a second. More than 30 years ago, I once imagined that the company could consolidate 50 million euros of market value. Now, we have gone far beyond that. But I have always been doing what I like.

Written by Renzo Rosso, founder and president of OTB Group, which owns designers brands like Diesel, Maison Margiela, Dsquared², Marni, Viktor & Rolf.

I have a very powerful public relation department. Every day, they forward me large amounts of sifted information so that I cannot remember when was the last time I finished reading a complete book or a magazine myself. The good thing is my colleagues understand very well what I care about, and what I should know. They would let me know everything, big or small, important or insignificant, happening around the world, no matter it's about the OTB Group, or Diesel, or the fashion industry, or has anything to do with politics or social. I am a person who tries to stay as open-minded as possible. One of my favorite things is talking to people. By talking to designers, colleagues and customers, I can get lots of power and positive thoughts.

Recently, I learned about a piece of news that luxury brands are slowing down in China. In contrast, more and more customers start to be interested in designer brands, which undoubtedly is incredibly good news for me and the entire OTB Group. Almost ten years ago, I had mentioned in an interview that one day, luxury brands would run into serious big troubles. They have been too arrogant and bullying. They want exaggeratingly large spaces, awfully huge budget for ad campaign, PR and publicity, and cause heavy wastes. But in today's world, most people's life has been tough and rough. Many cannot find a job; some people cannot even find clean water at their home. In a world like this, why should people squander their fortunes at the luxury market, while not sharing them with people who need more love and care?

Here is an example. News has it that at the Paris Fashion Week this March, there is a luxury brand spending 200 million euro on a fashion show. Can you imagine the amount of money that is sufficient enough for the whole life of an ordinary people for a fashion show? Generally, one million euros can be enough for a good fashion show. If you have another one million, why not use it saving those who are still suffering from poverty? In comparison, our OTB Group cares more about the world and real people's lives. The brands under our group don't belong to the luxury category. They have more modern designs, cater better to the needs of every day life, and of course, are at a much friendly price.

Yes, I am a person who is never shy of expressing my real thoughts. OTB Group is short for Only the Brave. In the fashion industry, which pays extra importance to the visual effects, words, especially slogans, grab people's attention in either an ironic or frank way. It helps the brand to gain attention and respect, and let more people understand "who you are" in the shortest time.

There comes the question: who am I? What's the role of OTB Group? I think the answer is to support creativity and to give opportunities to more young people. Every year, we spare no efforts to support and sponsor ITS design competition, from which Chinese design Li Xiao stands out with her talent. For me, these young people boast the purest talents that are yet to be polluted by the commercial world. Every year, we receive upwards of 1,000 resumes. From the excellent works of these fresh graduates, our creativity team gets to know today's young people and their preference for beauty, and thus get the right pulse of the world and decide the style of our next collection. No matter it's Nicola Formichetti in Milan, or the Dsquared² brothers in London, or the John Galiano in Paris, they have all been given the biggest freedom possible with the support from OTB Group, as to create their works and style their fashion brands.

Every morning while waking up, you start your brand new day with Viktor & Rolf's perfume, with Marni's floral printed shirts, Dsquared²'s jeans. Your homeware comes from Diesel, and your yard is parked with a limited edition motorbike from the collaboration of Diesel and Ducatti. Even the organic food in your fridge comes from a company with investment from OTB Group. The wildest fantasy I once indulged in has now all come true in our life. I am lucky. I love my work.

Caption: Diesel's 2015 Spring Summer ad campaign not only features models from different cultures, of different colors and genders, but also invites supermodel Winnie Harlow, who is suffering from vitiligo.

By YOANNA, Harper's Bazaar