OTB is an international fashion group, the parent company of iconic brands Diesel, Maison Margiela, Viktor&Rolf, Marni, Paula Cademartori, and state-of-the-art companies Staff International and Brave Kid.

Founded and chaired by Italian entrepreneur Renzo Rosso, the group embodies his spirit and vision.

OTB believes in pushing the boundaries of fashion and lifestyle, offering a portfolio of global brands to a new breed of unconventional consumers, who look for individuality and authenticity.

Standing for «Only The Brave», even the name OTB reflects the true essence of its brands: innovative, unique and daring.

Our goal, in the words of Renzo Rosso, is to «build not the biggest, but the most alternative fashion group».
After creating Diesel in 1978, Renzo Rosso acquired complete control of the brand in 1985, surrounding himself with an international team of designers, and turning Diesel into a global icon.

The year 2000 marked the acquisition of Staff International, a stronghold of «Made in Italy», which develops, produces and distributes licensed brands.

In 2002, Renzo Rosso became majority shareholder of Maison Margiela, and in 2008 Viktor&Rolf joined the group.

The year 2011 saw the constitution of Brave Kid, a company with over 30 years of experience in the production and distribution of childrenswear.

In 2013 Marni arrived, followed by Paula Cademartori in 2016.

Only The Brave Foundation was created in 2008 as the not-for-profit organization of the group.
Timeline
Our Mission

BUILDING BRANDS
Our ambition is to develop brands and companies into successful, iconic businesses.

ENABLING DEVELOPMENT
As a corporate organization we serve to provide the expertise, tools and services to facilitate the growth of the brands and companies of the group.

CHALLENGING THE RULES
Our attitude is to be always innovative and think out of the box.

DISCOVERING & FOSTERING CREATIVITY
Creativity is at the center of everything we do. We are strongly committed to nurturing unconventional talents.
Our Values

COURAGE
Try different perspectives

RESPECT
People come first

EXCELLENCE
Raise the bar

EVOLUTION
Make things happen
Group Organisation

OTB

DIÉSEL  Maison Margiela  VIKTOR & ROLF  MARNI

CDEMARTORI  STAFF INTERNATIONAL  BRAVE KID
Key Figures

- 6,500 employees
- 90 countries
- 1.4 billion euro revenues in 2018
- 49% share of female managers
- 650 stores
Opened in 2010, OTB headquarters are a 64,000m2 stimulating environment built on principles of eco-compatibility and alternative sources of energy supply, such as solar and geothermal.

The building hosts several services for the well-being of the employees and their families: a multifunctional auditorium, a restaurant and a café, a fully equipped gym, two outdoor soccer and tennis fields, plus an indoor field, a beauty center and a kindergarten. This educational structure operates on the basis of an innovative pedagogic method, built on creativity and self-expression.
Social Responsibility

OTB is a group of brave people who share the same values and feel the same responsibility towards the community.

Together with its President Renzo Rosso, OTB strongly supports the idea of a new entrepreneurial model in which companies contribute to sustainable economic and social development.

As a group, we strive to give back to society and support its overall advancement.

OTB collaborates with many local and international organizations on a variety of initiatives: from preserving Italy’s cultural and artisanal heritage, to allowing access to credit at favorable conditions to worthy suppliers.
C.A.S.H.

In 2013, Staff International signed an agreement with BNP Paribas to allow its best suppliers access to credit at the same favored conditions as OTB. Operation C.A.S.H aims at contributing to the overall development and improvement of the performance of the fashion industry, honoring Italian excellence and supporting Made in Italy.

FOOD RECOVERY PROGRAM

According to Italy’s statistics agency ISTAT, one person out of 10 lives under the food poverty threshold, while 15% of the country’s food production is wasted. OTB partners with Sodexo and Banco Alimentare del Veneto Onlus to develop a surplus food distribution program addressed to people in need in the surrounding territory.

BRAVE CIRCLE FUND

This microcredit project was created to support people and companies affected by the earthquake in the Italian region of Emilia-Romagna in 2012. Small amounts were loaned to a majority of start-up companies run by young entrepreneurs, that are often neglected by the traditional banking system.

RIALTO BRIDGE

In 2012 OTB pledged to fund the restoration of the Rialto Bridge. With a contribution of 5 million euro, the project was completed in time and with minimal impact on the city’s daily life. It was the first complete restoration since the bridge was built in 1590, bringing it back to its true magnificence.
OTB Foundation was created in 2008 as the not-for-profit organization of OTB.

Focusing on three principles: direct social impact, sustainability and innovation, its mission is to rebalance social inequality and contribute to the sustainable development of less advantaged communities around the world.

Since it was established, OTB Foundation has invested in almost 200 social development projects worldwide, directly benefitting the lives of over 200,000 people.

To discover more, visit www.otbfoundation.org
At OTB, people care is the first of our concerns: mutual respect, collaboration, transparency and integrity, constitute the recipe of our team spirit and what keeps our human and professional relationships special.

We live in a multinational and multicultural environment, where differences and personal contributions are strongly valued and encouraged.

Taking responsibility for our ideas, choices and actions, we work in a community where we can play at our best, feeling free to stand up for our ideas and explore new ones.

Our managers are committed to nurturing and empowering young talents: assigning challenging yet achievable goals, recognizing top performances, and providing valuable opportunities for career growth to all employees.

If you want to join our group, visit www.otb.net and check the “Careers” section.
For the past 40 years, Diesel has been a leading pioneer in denim and casual fashion, moving outside and ahead of trends in its industry, spearheading the world of premium casualwear, and becoming a true alternative to traditional luxury.

Diesel stands for passion, individuality and self-expression.

Throughout the years, Diesel has perfected the art of next-level denim with products master-crafted by denim experts with an eye for experimentation and who excel in design, construction and treatments.

Today, Diesel applies its expertise and profound love for research to many different categories, creating a real lifestyle offer. The range of complementary items includes kid’s apparel, fragrances, watches and jewelry, eyewear, furniture, in partnership with leading licensing players.
Maison Margiela

Maison Margiela is a French fashion house founded by Belgian designer Martin Margiela.

The Maison celebrates unconventional aesthetics and embraces the philosophy that fashion is an artistic expression rather than a cult for personality.

John Galliano was named Creative Director of the house in 2014, bringing his sense of spectacle and creative mastery to the unique ethos of the Maison.

Daring and ambiguous, Maison Margiela designs Haute Couture ("Artisanal"), women’s and men’s ready-to-wear, bags, shoes, small leather goods, fine jewelry, fragrances, interior design objects and MM6, its contemporary line.

Maison Margiela has developed a strong online retail presence and a worldwide boutique network with signature store design and a unique customer experience. Additionally, the brand is present in key department and multi-brand stores across Europe, the United States and Asia.
Viktor&Rolf is the avant-garde luxury fashion house founded in 1993 by fashion artists Viktor Horsting and Rolf Snoeren.

Widely recognized and respected for its provocative Haute Couture conceptual glamour, the house of Viktor&Rolf creates spectacular beauty and unexpected elegance with an unconventional approach to fashion.

Staging signature collections for over twenty years during Paris Fashion Week – ever since the first Haute Couture collection in Spring/Summer 1998 – Viktor&Rolf creations evoke a provocative spirit infused with surreal contrasts.

With “Mariage” and “Soir”, Viktor&Rolf presents its luxury bridal and eveningwear collections - an exploration of iconic elements inspired by classic couture influences.

Viktor&Rolf’s luxury products include Viktor&Rolf Tulle, exclusive eyewear line Viktor&Rolf Vision, and an addictive catalogue of fragrances featuring worldwide bestsellers: Flowerbomb, Spicebomb, Bonbon and Magic.
Marni is a luxury brand founded in 1994: slightly out of the schemes, its subtle and subversive design celebrates individuality through an unpredictable visual language of graphic rigor.

The quirky elegance of Marni is a range of possibilities, a lifestyle with an avant-garde spirit that holds an ongoing creative dialogue with the world of art.

Marni’s premium lines are ready-to-wear for women, men and kids, handbags, shoes, small leather goods and eyewear.

The brand has developed a strong retail presence offline and online. Its flagship stores and shops-in-shop are unique and unconventional as the clothes on display.

Since 2016 the Creative Director of Marni is Francesco Risso, whose young and fresh vision is writing a new chapter in the history of the brand.
Paula Cademartori is a luxury accessories brand founded in 2010 by the eponymous Italian-Brazilian designer. According to her sophisticated sense of style, true luxury is the detail, and in the keen study of textures, colors and hardware.

Paula Cademartori has shaped a creative universe from her personal vision, influenced by her deep passion for art, design, and craftsmanship. These inspirations contributed to defining the brand’s identity and its high-level international positioning.

Along with the must-have handbags, Paula Cademartori offers a wide variety of shoes, clutches, and small leather goods – all Made in Italy.

Its headquarter is situated in the heart of Milan and the brand is currently distributed in exclusive points of sale as well as through her direct e-commerce boutique which covers customer needs worldwide.
Founded in 1976, Staff International is a state-of-the-art company specialized in the product research, development and production of fashion collections. The company is also the exclusive worldwide distributor for some of the most iconic prêt-à-porter and advanced contemporary brands in the fashion scene.

It currently houses five licenses in its portfolio: Maison Margiela (and its contemporary line MM6), Marni Men, Vivienne Westwood, Dsquared2 and Just Cavalli.

Under the hallmark of “Made in Italy”, the company produces ready-to-wear, bags, shoes, and accessories collections that epitomize Italian craftsmanship and excellence.

Staff International has 5 regional offices and 7 exclusive showrooms around the world.
Brave Kid is a one-of-a-kind company, specialized in the product development, production, and distribution of licensed premium children's clothing and accessories.

With over 30 years of experience, which started with Diesel Kid and continued with John Galliano, Dsquared2, Marni, Trussardi and N21, Brave Kid is today a global leader in the childrenswear market. The company has the complete know-how to interpret each brand's unique identity, transforming it into high-quality, child-friendly and market-savvy collections.

Brave Kid's global distribution network covers 1,000 points of sales in major department stores and leading specialized stores in over 50 countries around the world.