

# Diesel chooses Publicis as the new global partner for communication

Milan, 30 August 2017

Diesel, the legendary fashion brand part of the OTB group, has appointed Publicis Italia, the agency led by Bruno Bertelli, Global Chief Creative Officer of Publicis WW, to handle its global creative and strategy account.

The process started in early 2017, beginning with the development of a brand study, and expanding to the global creative of the next-generation campaigns and related projects.

"I confess that working for a brand like Diesel has always been one of my dreams, ever since 1998, at my first Cannes Film Festival, when Diesel was nominated Advertiser of the Year" says Bruno Bertelli "When people think of Diesel, the first thing that comes to mind, besides the quality of the products, is undoubtedly a powerful communication that has always been ahead of time. It's a creativity inspired by the visionary personality of its founder, Renzo Rosso, who from the beginning imagined his brand as a synonym of courage and unconventionality. Diesel is an iconic brand, that goes against the ordinary, and for this I am really proud my agency has been chosen as its partner. "

'In a seemingly limitless world that is smartphone dominant, we are trapped into conformity more than we could ever imagine. Together with Publicis, we will enjoy discovering a different point of view about things without taking ourselves too seriously. After all, this is the first ingredient of Successful Living" says Nicola Formichetti, Diesel Artistic Director.

The first major project from the new partnership between Diesel and Publicis will be the new global campaign for the F / W 2017 season, due to launch internationally in September.



PUBLICIS Italy, is one of the most important player in the global communication market. With two offices in Milan and Rome, Publicis can boast as customers some of the most important international brands, such as Campari, Coca-Cola, Heineken, L'Oréal, Nestlé, Pirelli, Renault and many others. Publicis Italy is also Lead Global Agency for Heineken and Pirelli. In the last five years, Publicis Italy is the world's most awarded Italian agency with 32 Lions won at the Cannes Film Festival as well as numerous other international awards including a Grand Prix at the New York Festivals.

The agency, part of Publicis Communications, creative hub of Publicis Groupe, is led by Bruno Bertelli, Global Chief Creative Officer of Publicis WW.

### **About Diesel**

DIESEL is an innovative international lifestyle company, producing a wide-ranging collection of jeans, clothing and accessories. Since its creation in 1978, Diesel has experienced extraordinary growth and has evolved from being a leading pioneer in denim into the world of premium casual wear, becoming a true alternative to the established luxury market. Diesel's philosophy has remained the same as the day of its creation: Renzo Rosso had envisaged a brand that would stand for passion, individuality and self-expression.

### **About Publicis Communications**

Publicis Communications is one of the four solutions hubs of Publicis Groupe, alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Publicis Communications unites the Groupe's creative offering: Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, Fallon, Marcel, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications. Present in 20 markets, Publicis Communications aims to be the indispensable creative partner in their clients' transformation. Publicis Communications draws upon the expertise of over 30,000 employees.

<http://www.publicisgroupe.com/en/services/services-publicis-communications-en>

### **Contacts**

Lizzie Dewhurst

Global PR and Communications Director | [lizzie.dewhurst@publicis.com](mailto:lizzie.dewhurst@publicis.com)

