

## DIESEL KID

Kids today don't want to be as cool as adults. They want to be cool on their own terms; active, strong-willed and free to explore a world of adventure. That's why Diesel Kid has its own unique identity. At Diesel Kid, jeans symbolize the perfect childhood where a bit of wear and tear is not only expected, but desired. The clothing combines strength and comfort with great design, using forms and colors inspired by the imaginary world of kids and driven by three main themes, which evolve from one season to another: rock, military e denim. Pirates, space warriors, punks and hip hop crews are just some of the styles that have made it into the mix. As with Diesel's adult lines, there is an accent on innovation in fabrics and styling.

Diesel Kid was originally created in 1984 under the name Dieselito. It was inspired by Diesel founder Renzo Rosso's own kids, designed to meet high standards right from the very beginning. In 1999, reflecting the growing importance of the global kids-wear market, it became Diesel Kid, an independent company based in Marostica (Vicenza) in Northern Italy, not far from the Diesel head office. Starting January 2014 it is produced and distributed under a licence agreement by Brave Kid\*, a childrenswear pole reporting directly to the OTB Group.

The collections are designed by the Diesel creative team and bring the rebellious and unpredictable Diesel DNA to every age group embraced by the word "kid": the baby range (3-36 months) and junior (4-16 years old). On top of its seasonal collections, Diesel Kid enriches its offer with a complete line of accessories including shoes, bags and belts, and launches every season dedicated capsule collections to add inspiration for those who are looking for the latest trends.

# **DIESEL**

## **BRAVE KID** SRL

\* Brave Kid is the company of OTB specialized in the product development, production and distribution of high-end childrenswear brands. One-of-a-kind company, specialized in product development, production, and distribution of premium children's clothing and accessories. With thirty years of experience, which started with Diesel Kid and grew with John Galiano Kids, the junior line of Dsquared2, Marni Bambina, and the recent Trussardi Junior, Brave Kid has become a global leader in the childrenswear market, capable of interpreting each brand's unique identity, and transforming it into high-quality collections.