

DIESEL

DIESEL KID SPRING/SUMMER 2020

The Spring/Summer 2020 Diesel Kid's collection has a powerful personality and follows the development of the unique brand's identity through the Mini Me offering.

The brand's DNA is translated into contemporary unisex style combined with the peculiar quality of the denim, celebrating the charm of the new DDDL logo and the return of the iconic DIESEL FOR SUCCESSFUL LIVING writing on T-shirts, sweaters and swimsuits in a minimal color palette.

Apparel

A metropolitan and functional look inspires the *Military from above* theme, in which military colors and camouflage patterns are enhanced by shades of black, white and ice. Military uniforms become urban clothes, on which destroyed and ripped denim with iconic metallic touches becomes distinctive. T-shirts, dresses and leggings for her are embellished with multicolor and extremely feminine rhinestones. Tones, weights, brightness and coated fabrics identify both the casual and the formal young male look.

Colors light up the second part of the collection: *DDDL Sport* recreates the aesthetics of sports' uniforms starting from classic red, white and blue. The new DIESEL DENIM DIVISION LOVER logo on T-shirts, sweaters and trousers is inspired by Russian colors and graphics. The unisex sportswear is characterized by stripes and the Joggjeans for girls are presented with different styles and treatments which make every look comfortable and contemporary.

A Venice Beach atmosphere, vibrant colors and the energy of summer dominate the *Hyper summer* theme. Sun, sea, water sports and beach parties are translated into all-over tropical prints, tie-dye styles and bright colors. Dresses and cropped tops for her, shorts and jackets for both boys and girls are made in perfect light fabrics for the summer season.

Denim

The brand's soul is declined into three seasonal statements: here is the denim.

White statement. White is the core topic of the season and its personality on denim is beautified by unique styles and treatments. Destroyed, ripped and mended details are enhanced by the shrink-wrapped technique to obtain a plastic foil surface effect. For both him and her denim is bi-colored: white and black on the back for boys and blue on the back for girls.

Blue statement. "Denim on denim" is the trend of the season. The Diesel soul is enhanced through different fits enriched with mendings, patches and darnings on jeans and jackets to create an amazing match with the color given by the neon tape shirts and T-shirts. A perfect style for those kids who love the braveness and the versatility of the denim.

Black statement. Black denim is an eternal icon. The new slim fit proposal for kids is embellished with a cool embroidery along the inner seam. Shades of black with silver details on regular fit for him and on flare fit for her create a perfect interaction with bikers with destroyed hems and share the beauty and the energy which will make the season unforgettable.

Accessories

Black, red and blue are the colors of the collection's new hip pouches with the roots of the DIESEL FOR SUCCESSFUL LIVING logo. Versatile backpacks, transparent colored pvc packs and the renewed and enlarged beachwear collection are the must-have accessories for a summer that is just waiting to be experienced and shared.

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