

SUCCESSFUL LIVING from DIESEL WITH FOSCARINI AND MOROSO

Signed license agreement to develop and distribute Lighting and Furniture Collections

Milan, February 26th 2009 – Diesel's Home Collection is soon to be enriched by the addition of two new partners – both leaders in the world of interiors – Foscarini for lighting and Moroso for furniture.

The two new licenses will be of a 4 year duration with a worldwide retail agreement which is starting with the European and US markets.

The collections will be presented to press and buyers at a worldwide preview on the occasion of the forthcoming International Milan Furniture Fair, Salone del Mobile. Both respective lines will be on show within the Salone with around 100 square meters of dedicated space for each collection. The new furniture line will be on display at the Moroso stand, whilst the collection of Diesel lamps will be available to view on the Foscarini stand situated in the Euroluce exhibition.

The whole Diesel Home universe, including the home textile collection created in partnership with Zucchi, will be shown in the Diesel Milan HQ in Via Stendhal, with an exhibition in the "Fuori Salone" which will end with a huge event upon invitation on April 23rd.

Designed by the Diesel Creative Team, headed by Wilbert Das, the new Home Collection will be developed around innovative materials and styles, each item is customized thanks to the usage of the unflinching Diesel treatments presented in all its collections, shown for the first time in the design world.

The new collections will be distributed through the best furniture and lighting showrooms as well as in Diesel stores and in selected department stores.

Renzo Rosso, President of Diesel: "Diesel is a lifestyle brand - consumers choose us not only for the product but also for what Diesel represents: the way of life, our values, the ironic, creative and unexpected approach. We decided to start with this adventure to offer to our consumer the possibility to express himself and personalized his home with products he feels near his taste. At last we have found partners who are able to satisfy our needs in terms of quality and know-how; Moroso and Foscarini represent two leading managerial realities in the design sector, the best both for quality and professionalism and mostly for the great enthusiasm they gave to this new project".

Carlo Urbinati e Alessandro Vecchiato, Foscarini's owners: "The Diesel collection is for us a new line, deeply different from Foscarini collection in design and style and addressed to new targets. Accordingly with the strong forerunner attitude of the company, the Foscarini team has been immediately and highly involved in the development of Diesel collection. The long experience in design lighting sector, the dynamic distributive network and the steady positioning into the market will lead Foscarini to an effective commercialization of *Successful Living from Diesel* collection".

Roberto Moroso, Vice Chairman of the Friulian company of the same name, explains the reasons behind the agreement. "It only took one meeting with Renzo Rosso for us to realize that, despite all our differences, we had a lot in common: an insatiable creativity, the drive to reach ever-greater levels of excellence, a strong sense of curiosity, and the determination to achieve new objectives and explore new worlds. This is a new challenge for Moroso, which has made its design and production know-how available to Diesel to create furniture and home accessories of the highest quality combined as ever with striking originality, this time designed by Diesel."

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