

COMMERCE

OTB Group imparts executive shakeups at Maison Margiela, Diesel

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Diesel headquarters in Breganze, Italy. Image credit: OTB Group

By LUXURY DAILY NEWS SERVICE

Parisian fashion brand **Maison Margiela** and the North American division of Italian clothing company **Diesel** have made changes to their top executive positions.

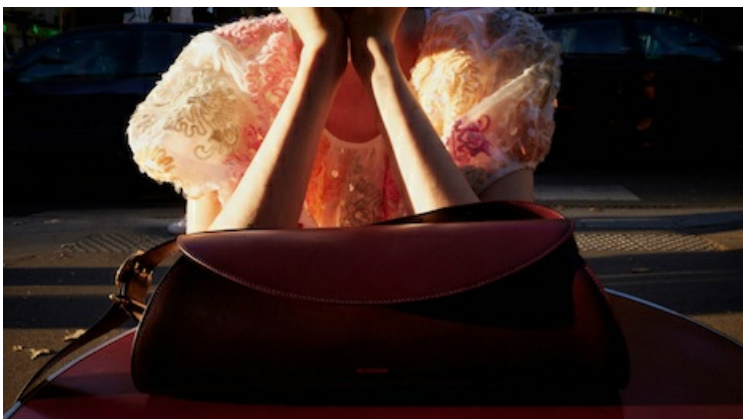
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The OTB Group-owned labels will shift their CEO positions, with Mateo Lena taking the job at Diesel North America and Gaetano Sciuto stepping into the role at Margiela, while their parent company taps a new chairman, Stefano Rosso. The news follows a period of significant turnover, as Diesel's previous CEO stepped down after seven months and Margiela's current CEO, Gianfranco Gianangeli, is leaving after just under three years.

Turning a new leaf

Both new subsidiary appointees hail from Giorgio Armani, bringing with them similar experiences.

Mr. Lena served as the brand's senior vice president of retail in North America, while Mr. Sciuto, who now has at least 30 years of industry experience, was the CEO. Before Mr. Lena was at Giorgio Armani, he also spent time in senior positions with Benetton and Geox.



The Armani veterans bring with them executive-level experience, taking charge in their new roles before the end of July 2023. Image credit: OTB

Group

Mr. Rosso, who is poised to become OTB Group's newest chairman, is currently the CEO of the OTB Group's Web3 and Metaverse ventures, as well as a board member.

The executive takes over for his father, Renzo Rosso, after he held the title for 21 years.

Mr. Rosso and Mr. Lena step into their respective roles immediately. Mr. Scuito will assume his position on July 17, 2023.

The OTB Group has seen chief executive turnover on other fronts as well, with Jill Sander, another one of its brands, naming a new CEO recently ([see story](#)).

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