

COMMERCE

OTB Group grosses nearly \$2B in 2023

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Growth was seen in all regions, but APAC led the way. Image credit: OTB Group

By LUXURY DAILY NEWS SERVICE

Despite macroeconomic challenges, Italian luxury conglomerate OTB Group saw a profitable year.

Up 10.2 percent year-over-year (y-o-y) at constant exchange, the company ended 2023 with a turnover of 1.9 billion euros, or \$2.1 billion at current exchange. With a particularly strong performance in Asia Pacific (APAC), growth was experienced in all markets.

"I am proud of what we achieved in 2023; it was a challenging year, but our brands continued to grow in all markets, not just key locations like the USA, China and Japan, a historic market for us,

but also in new areas like South Korea, which is performing very well, and other Asian markets," said Renzo Rosso, chairman and founder of **OTB Group**, in a statement.

"Young consumers appreciate the fact that our brands often take an opposite approach to the market, focusing largely on the look and quality of their products and continuing their mission to make fashion

a dream," Mr. Rosso said. "A mission we would not achieve without the excellence of our great supply chain, where we have established collaborations and partnerships, and of Made in Italy.

"On the investment front, this year once again we paid close attention to sustainability, innovation and technology."

APAC on the rise

Net sales at OTB Group spiked 12.4 percent at constant exchange y-o-y in 2023, hitting 1.8 billion euros, or \$1.9 billion at current exchange.

Direct channels grew by 33.8 percent at constant exchange thanks to boosted numbers of transactions at both existing stores and 76 new openings.



Diesel's previous CEO stepped down after seven months and Margiela's CEO left after just under three years. Image credit: OTB Group

Italian clothing company Diesel led the way, with revenue increasing 13.1 percent based on constant exchange. Last year, its North American division and Parisian fashion brand Maison Margiela, another label under the OTB umbrella, underwent executive-level shakeups ([see story](#)) the latter's turnover went up by 23 percent y-o-y.

German fashion designer Jil Sander's eponymous brand also made a giant shift in 2023 ([see story](#)), growing 17.3 percent based on constant rates. Meanwhile, Italian fashion label Marni's jump was 8.6 percent on the same basis.

All brands likewise did well, and y-o-y, the retail channel achieved 33.8 percent growth at constant exchange. Meanwhile, direct channels made up over 50 percent of total turnover.

"2023 was a challenging year in macroeconomic terms, above all in the second half," said Ubaldo Minelli, CEO of OTB Group, in a statement.

For this reason, I am extremely satisfied with the results reported by OTB in 2023," Mr. Minelli said. "We achieved growth with all our brands and in all regions, confirming the success of our business model.

"Our results match the objectives set by the group strategic plan, whose main growth targets are development of the direct channels and greater penetration of the Asian markets."

APAC was OTB Group's key region, representing over 40 percent of total turnover. The conglomerate opened 30 new stores here.

Japan specifically accounted for 23 percent of total business.



Marni and all other brands saw growth in 2023 as their parent company underwent expansion efforts. Image credit: Marni

"In 2023, our direct channels reported excellent performance, thanks to constant sales growth in existing stores and to the new openings, especially in China, Korea and Japan, where we continued to expand as a result of significant investment," said Mr. Minelli, in a statement.

"Increasingly, I am convinced that the growth of a group depends on its people, having people who are motivated and engaged is an essential asset for business success," he said. "The other asset of fundamental importance to the group are its long-term ties with its strategic partners in the supply chain, both upstream and downstream.

"Building and consolidating these relations has been a decisive factor in our growth."

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