

APPAREL AND ACCESSORIES

OTB Group revels in home country's fashion value chain

May 9, 2024



Mr. Rosso gives his big-picture perspective on the role that OTB Group brands play in the Italian luxury fashion scene. Image credit: OTB Group

By EMILY IRIS DEGN

Italian luxury conglomerate OTB Group is sharing evergreen messages concerning savoir-faire in "M.A.D.E. - Made in Italy, Made Perfectly."

An acronym for manuality, artisanship, dedication and excellence titles the docuseries project -- all 15 episodes are now live.

Comprised of 15 videos, the presentation brings to light the fashion value chain of the company's home country. The stories showcase the part that OTB's partner brands have to play in the nation's industry, which is proving to hold sway on the worldwide stage.

"With the M.A.D.E. docuseries, we wanted to shine a light on and acknowledge the artisans who are the protagonists of Italian beauty and craftsmanship," said Renzo Rosso, group chair and founder of **OTB Group**, in a statement.

"Eighty percent of the world's luxury goods are made in Italy, whose small producers and small artisans are the true artists who create the products we see on the catwalks and in stores all over the world," said Mr. Rosso. "It is my firm belief that, in fashion, 50 percent of a product is the work of the creative director and the other 50 percent of the skilled artisans.

"This campaign pays tribute to the unique skills of the people behind the scenes of Made in Italy, and I hope it will encourage growing numbers of young people to enter professions that make Italy great in the world."

Made in Italy

The docuseries was first revealed on Sept. 15, 2023, at the Ministry of Enterprise and Made in Italy.

OTB M.A.D.E. featuring Renzo Rosso

On April 15, 2024, the last episode aired. Mr. Rosso starred in the video, speaking about how vital the preservation of craftsmanship and know-how is to his country.

The broadcast aligned with the first-ever National Made in Italy Day, which is held on the birthday of the famed artist, Leonard da Vinci.

According to the ministry, events are hosted at schools, businesses and institutions to recognize the nation's role in society at

large, and in domestic economic and cultural development. Programming is also framed around sparking interest in protecting Italian artisanal heritage, a point many top brands in the market such as Prada and Gucci often ground advertising around.

Artisans front and center

The Made in Italy observance celebrates the importance of the country's businesses, talent and traditions.

This is reflected in OTB Group's docuseries via the focus on individual artisans, their materials and expertise, and the environments they work in. Grossing \$2 billion last year ([see story](#)), touting a sense of national pride could add to the conglomerate's gains ([see story](#)).

OTB M.A.D.E. - Made in Italy, Made Perfectly

Though ranging in length, most of the slots in the series hit the 1:30-minute mark.

Mr. Rosso's is the longest at 10:30 minutes, offering a big-picture look at the ways that Italy has touched the global design scene. Though estimates vary, a Pambianco-PwC report states that 78 percent of all luxury fashion is made in the country, which the OTB Group founder references.

For the final release, Mr. Rosso also shares his career journey, granting a personal touch to the rest of the human-centric effort.

Standing for Manuality, Artisanship, Dedication and Excellence, the M.A.D.E. campaign aired around the world, hitting China, the United States, Japan and the continent of Europe.

© 2024 Reliance Relocation Services, Inc. All rights reserved.

LuxuryDaily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.