

COMMERCE

OTB Group names sustainability ambassador

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The corporation is looking to engrain environmental consciousness into its public operations. Image credit: OTB Group

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian luxury conglomerate OTB Group is assigning a new leader.

This month, the company appointed Andrea Rosso, former creative director of Italian clothing company Diesel's licensed products, as its sustainability ambassador. In the role, Mr. Rosso will promote and spread "the culture of sustainability both within and outside the organization."

"Andrea has extensive experience in the field of sustainability, an extraordinary vision and a deep passion for this topic," said Renzo Rosso, founder and chairman of **OTB Group**, in a statement.

"His life is permeated by this philosophy, which translates into authentic and ongoing commitment," Mr. Rosso said. "He is able to combine creativity with a strong forward-thinking orientation, and has long been our point of reference in the mission towards a better world."

Greener pastures

OTB Group backs Mr. Rosso as an expert in the intersection of luxury and environmental factors.

During his time at the helm of Diesel's licensing division, the professional served as the brand's sustainability ambassador. Beginning in 2020, Mr. Rosso served in the climate-conscious role, collaborating with the United Nations Industrial Development Organization and redeveloping the label's supply chain to mitigate environmental impacts in the past five years.



Mr. Rosso will continue to serve as Diesel's sustainability ambassador and creative consultant. Image credit: OTB Group

Now, the experienced creative will help all of the OTB Group’s brands to innovate and eng rain sustainability into their daily operations.

The conglomerate has made several changes to operations since the start of the year, most recently appointing a new CEO at German fashion designer Jil Sander’s eponymous brand ([see story](#)).
