

APPAREL AND ACCESSORIES

OTB Group unveils new headquarters in China

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OTB Group team members and government officials were present at the headquarters' inauguration. Image credit: OTB Group

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Italian luxury conglomerate OTB Group has a new corporate base.

The company has moved its Shanghai teams into a headquarters twice the size of their prior workspace; this month, Italian clothing company Diesel also celebrates the 20th anniversary of its arrival in China. Appearing at several commemorative events honoring both occasions, executives spoke to OTB Group's impact and ongoing commitment to market growth.

"China is a country with a unique energy," said Renzo Rosso, **OTB Group** and OTB Foundation, in a statement.

"Every time I come back here, I am fascinated by its rhythm, its creativity and its speed," Mr. Rosso said. "For our group, China is not only a strategic market but also an endless source of inspiration.

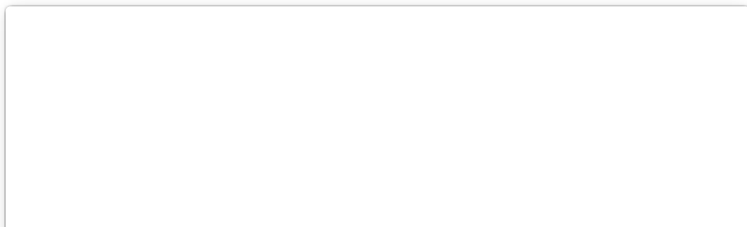
"Over the past twenty years, we have expanded the presence of our brands and built an authentic dialogue with the new generations who share the values of our brands."

Strengthening bonds

Relocating to the Lee Gardens building in the Jing'an district, the new Shanghai headquarters allows team members to work cross-functionally across a variety of workspaces.

Its enhanced business presence in Shanghai also allows OTB Group to strengthen ties with local partners. OTB Group operates 100 stores across China, Hong Kong and Macao.

The opening was celebrated with an inauguration ceremony attended by Mr. Rosso and Consul General of Italy in Shanghai Tiziana D'Angelo, as well as municipal authorities and members of the press. Beyond the inauguration, Mr. Rosso presented a lecture to design and fashion students at Donghua University.



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"Our philosophy is to work hand in hand with local communities, combining the brands' know-how with the local mindset," said Mr. Rosso, in a statement.

"The inauguration of the new Shanghai headquarters, the meeting with young talents at Donghua University and the celebrations for Diesel's twentieth anniversary represent a special moment for me and for our group, and confirm the importance of China, a country with an extraordinary culture, history and modernity, where we will continue to invest in the future."

In April, OTB Group announced a new initiative, Brave to Care, which grants OTB employees paid leave to complete volunteer work at nonprofit organizations ([see story](#)).

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