

## COMMERCE

# Yearly sales drop 5pc at OTB Group

February 19, 2026



*OTB Group performed well in the Middle East and North America. Image credit: OTB Group*

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Italian luxury conglomerate OTB Group is focusing on creativity in the upcoming fiscal year.

In 2025, the group recorded net sales of 1.6 billion euros, or \$1.8 billion at current exchange, a decrease of 5 percent from 2024. The group's growth was driven by Parisian fashion brand Maison Margiela, which was up by 8.4 percent, and Italian fashion brand Diesel achieved its highest result of the last ten years with investments in direct-to-consumer channels, aiding its performance.

"I am convinced that creativity must always remain at the core of business processes, even in complex times when the fashion sector is slowing down due to the global economic and geopolitical situation," said Renzo Rosso, founder and chairman of the **OTB Group**, in a statement.

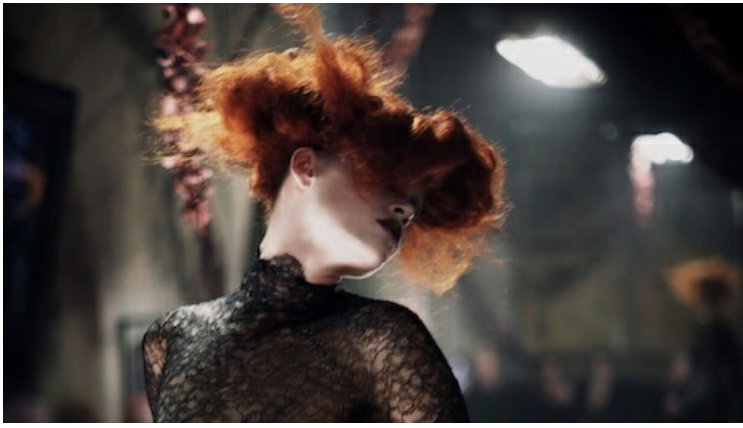
"Creativity is our true tool to overcome any crisis, as it allows us to anticipate change, innovate, and transform difficulties into tangible growth opportunities," Mr. Rosso said. "Guided by this philosophy, this year we inaugurated a new creative direction for three of the group brands, with Glenn Martens at Maison Margiela, Simone Bellotti at Jil Sander and Meryll Rogge at Marni.

"For me, creativity is not just aesthetic; it is a strategic vision that combines innovation, sustainability, and the courage to run a contemporary business and this is the direction guiding the entire OTB Group."

## Forging ahead

While the group noted softer performance in China and Europe, Japan, which amounted to 27.4 percent of the group's total business, held strong. Meanwhile, the Middle East and North America saw growth of 9 percent and 5.9 percent, respectively.

The group's retail channel was stable with just a 2.6 percent decrease, while the wholesale channel took a hit, with a decrease of 14.7 percent.



*Key brands, such as Maison Margiela, drove significant growth for the group. Image credit: OTB Group*

The company invested 64 million euros, or \$75 million at current exchange, in its direct channels, noting 49 new store openings.

"Looking ahead, we have set ambitious objectives for the group's future growth and will continue to invest with determination to make OTB one of the most impactful groups in the international fashion landscape," said Mr. Ubaldo Minelli, chief executive officer of OTB Group, in a statement.

"We will continue to focus on products and the supply chain, which have always been a strategic asset for our long-term sustainable development."

In October, OTB Group revealed a new headquarters in China ([see story](#)).

---

© 2026 Reliance Relocation Services, Inc. All rights reserved.

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