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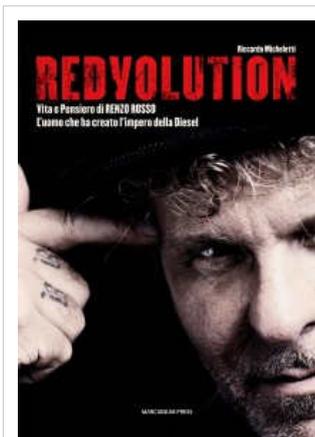
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THE STORY

Renzo Rosso's primacies in a book

The founder of Diesel became entrepreneur when he was only 12. At 15 he sewed his first denims. Some years later he conquered America.



The cover of the biography of Renzo Rosso signed by Riccardo Micheletti. The entrepreneur has six children: Andrea, Stefano and Alessia, which are children of the first wife. The remaining three: the twins Asia and Luna and India, are children of the ex companion Erika. Andrea and Stefano work with the father within the company.

«I've always wanted to become something more than what I was: a head of department, then create my small artisanal business, and so on». This is how Renzo Rosso, 58-year-old entrepreneur and owner of the fashion brand Diesel, describes himself. But someone prefers calling him a «revolutionary». And this is the portrait resulting from the biography Redvolution, Vita e pensiero di Renzo Rosso, l'uomo che ha creato l'impero della Diesel (Redvolution, Life and Thought of Renzo Rosso, the man who created Diesel's Empire), signed by Riccardo Micheletti and published by Marcianum Press.

HE LAUNCHED THE PREMIUM DENIM. In effect, Rosso is known worldwide for having revolutionized a casual product like jeans, turning it into a "premium" item, or rather a product that exceeds 100 dollars. In addition, the entrepreneur succeeded in creating a new market segment: "premium denim", where Diesel is unchallenged leader, and in conquering American market, which is hard for tradition, especially for Italian entrepreneurs. But there is more.

According to the author, Renzo Rosso was revolutionary even in the way he promoted his products and «in creating the Diesel Village, big "headquarters" with 800 employees».

THERE IS NOT ONLY DIESEL. Diesel, with its one-billion turnover and 5 thousand points of sale all over the world, is

only the tip of the iceberg of Rosso's empire, who, through his OTB (Only the brave), the third Italian fashion group after Armani and Prada with 6 thousand employees, controls a galaxy of companies of high fashion such as Marni, Dsquared2, Marc Jacobs and Vivienne Westwood.

Son of Venetian farmers, in the productive North-East of Italy, Renzo Rosso has always dreamed of becoming something more than what his destiny seemed to present him.

ENTREPRENEUR FROM AN EARLY AGE. When he was 12, the young Renzo had the opportunity of having his first entrepreneurial experience. One day a classmate of Renzo's gave him a rabbit of his father's farming. «Probably he thought that I would have it cooked – remembers 40 years later Renzo Rosso – but I was so fascinated by the farming that I asked his father to explain me all the techniques». When he discovered that the rabbit was a pregnant female, he decided to build a small farming: he built small cages and designed a rudimentary system to water and feed rabbits. «Over one year and a half I must have bred about 150 of them. I was able to feed a part of them, while I used to sell the others at the market», he added.

AT 15 THE FIRST JEANS. Three years later he sewed his first jeans, rigorously bell-bottom, following the fashion trends of the epoch. The model met such a great success among the boys of his village that, within few time, each item he created literally went like hot cakes. And the money he gained were invested on his passion for music.

FROM DIESEL'S BIRTH TO THE ARRIVAL IN AMERICA. Rosso did not imagine that some years later he would leave University to work at Adriano Goldschmied's court, who, at that time, was considered the guru of Italian path to jeans. And exactly within the Genius Group, Goldschmied's company, the brand Diesel was born in 1978. Fourteen years later, Diesel denims landed in USA too, where they revolutionized the world of denim. There, the big jeans producers used to sell their items for about 29 dollars. Only Ralph Lauren sold them for 52 dollars. Rosso decided to offer his jeans starting from a first price of 100 dollars: «I've always used the most advanced technologies, the best materials, the most competent suppliers. In addition, to export our products to America, we had to pay a duty of 17%. For this reason, I decided to offer them for 100 dollars. This was their value». And he sold them all the same.

THE FIRST HAVING AN ONLINE SHOP. In 1995 he reaches a new primacy. Indeed, Diesel was the first brand in the world of fashion to be sold on the web: «From an economic point of view, an online shop didn't make any sense then, but I think that one should always be a step ahead of all the rest», said Rosso remembering when his collaborators and he celebrated the day they sold 16 pair of



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