

**SALES PRESENTATION FW22 – Going into production  
BY TELECOM LIFESTYLE FASHION B.V.**

## INTRO TO DIESEL

For the past 40 years, Diesel has been a leading pioneer in denim and casual fashion, moving outside and ahead of trends in its industry, spearheading the world of premium casualwear, and becoming a true alternative to traditional luxury.

Diesel stands for passion, individuality and self-expression.

Throughout the years, Diesel has perfected the art of next-level denim with products master-crafted by denim experts with an eye for experimentation and who excel in design, construction and treatments.

Today, Diesel applies its expertise and profound love for research to many different categories, creating a real lifestyle offer. The range of complementary items includes kid's apparel, fragrances, watches and jewelry, eyewear, furniture, in partnership with leading licensing players.





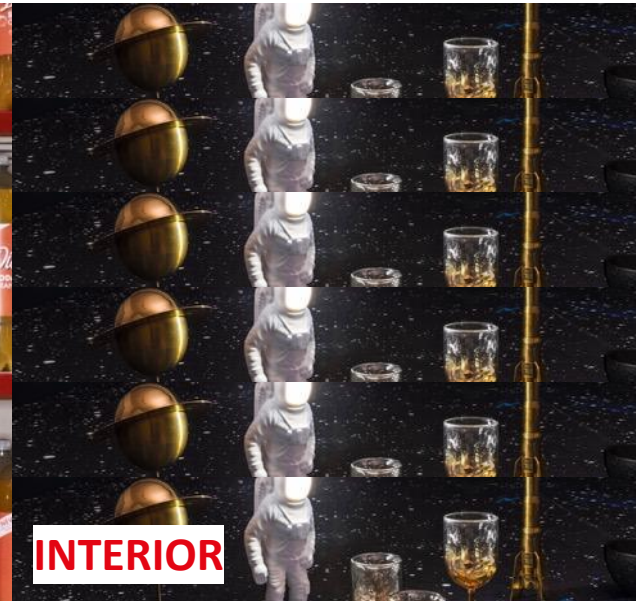
**PERFUME**



**WATCHES**



**TECH FASHION**



**INTERIOR**



**DOGGIES**



**SUNGLASSES**



**AUDIO**



**HAUTE FASHION**



## OUR MISSION

### CHALLENGING THE RULES

Our attitude is to be always innovative and think out of the box

### BUILDING BRANDS

Our ambition is to develop brands and companies into successful, iconic businesses

### ENABLING DEVELOPMENT

As a corporate organization we serve to provide the expertise, tools and services to facilitate the growth of the brands and companies of the group

### DISCOVERING & FOSTERING CREATIVITY

Our attitude is to be always innovative and think out of the box

## DIESEL HERITAGE

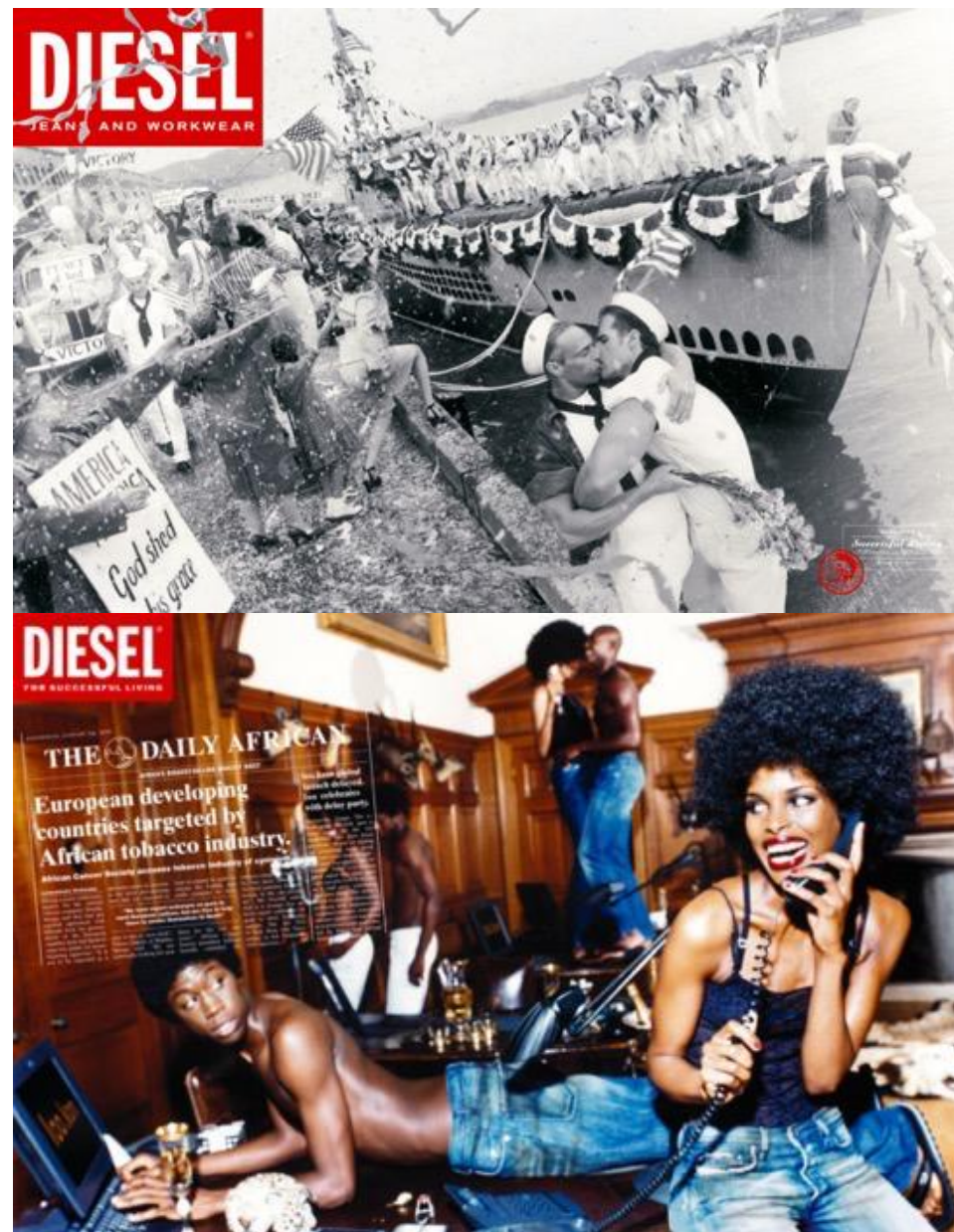
THE STORY OF DIESEL IS OF OPTIMISM, IMAGINATION, INNOVATION, PROVOCATION AND ABOVE ALL ELSE, FUN.

Throughout decades of award-winning advertising campaigns by legendary photographer and creatives that defined an entire industry, Diesel was ahead of its time with a unique tone of voice, serving an antidote to the status quo. Making people smile, think, ask and act.

Normalizing taboos, flipping the script on stories of social injustices, minorities, absurd in society and politics, the ads provoked outrage, protests and calls for boycotts.

But within the controversy, the power of inclusion outweighed the risks of exclusion, helping build a better world.

**DIESEL SHOULD NEVER BE NORMAL.**





## THE GOAL

### ELEVATE

We will elevate Diesel's premium brand perception  
Doing bigger, fewer and better things.

### TRIBE

With our tribe audience at the center of everything we do.

### FORWARD THINKING

As the most forward-thinking denim brand on the planet  
Becoming a relevant cultural player to today's generation  
Built from local insight.

### ENTERTAINER, NOT ADVERTISER

Behaving like an entertainer, not an advertiser  
By guiding, curating, collaborating real social experiences

### SUSTAINABILITY

Having sustainability at heart

## NEW TRIBE

### HIGH DESIGNER

Under 30  
Male & Female

### EXPERIMENTALIST

Under 30  
Male & Female



# BRAND AMBASSADORS & COLLABS



**DUA LIPA**



**DIESEL SELECTED**



**JULIA FOX & KANYE**



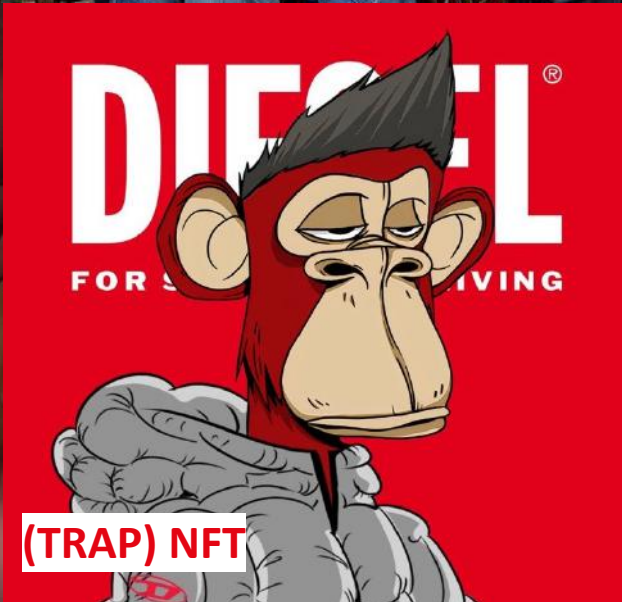
**KYLIE JENNER**



**SANGIOVANNI**



**AMY JACKSON**



**(TRAP) NFT**

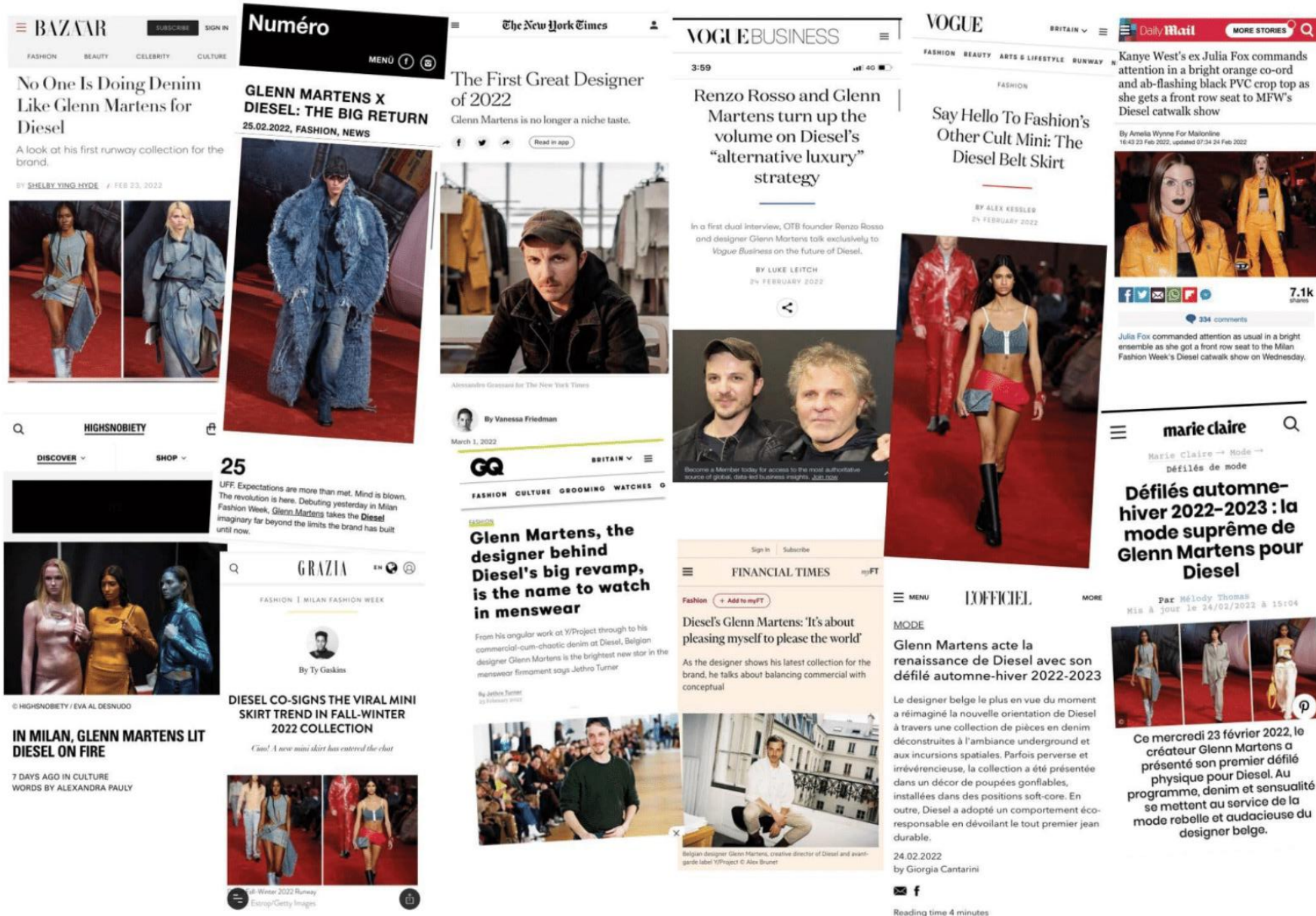


**RIHANNA**



## THE LATEST DIESEL FW22 FASHION IN MILAN IN MARCH RESULTED IN:

1. More than **6.1 million € in media value**. +126% vs the SS22 show.
2. Increased **web articles** quantity of +58% (vs SS22)
3. Jumped in Social Amplification with +291% (vs SS22)
4. **60 talents and people of influence**, that in total have a following base of whooping **91 Million followers**, posting and sharing their presence in the Show.
5. A special project with TikTok that pushed new content organically, generating content that totalled in more than **28 million views**.
6. **Viral TikTok trend: #DieselFW22 7.2M views, #glennmartens 2.1M views**
7. **160k users connected** in the different platforms to watch the show
8. More than **64k visits on Diesel.com** FW22 landing page
9. **+20k followers** in one week only on Instagram



# RETAIL NETWORK REVOLUTION

## JAPAN



## NAM



## EU



## JAPAN OUTLET



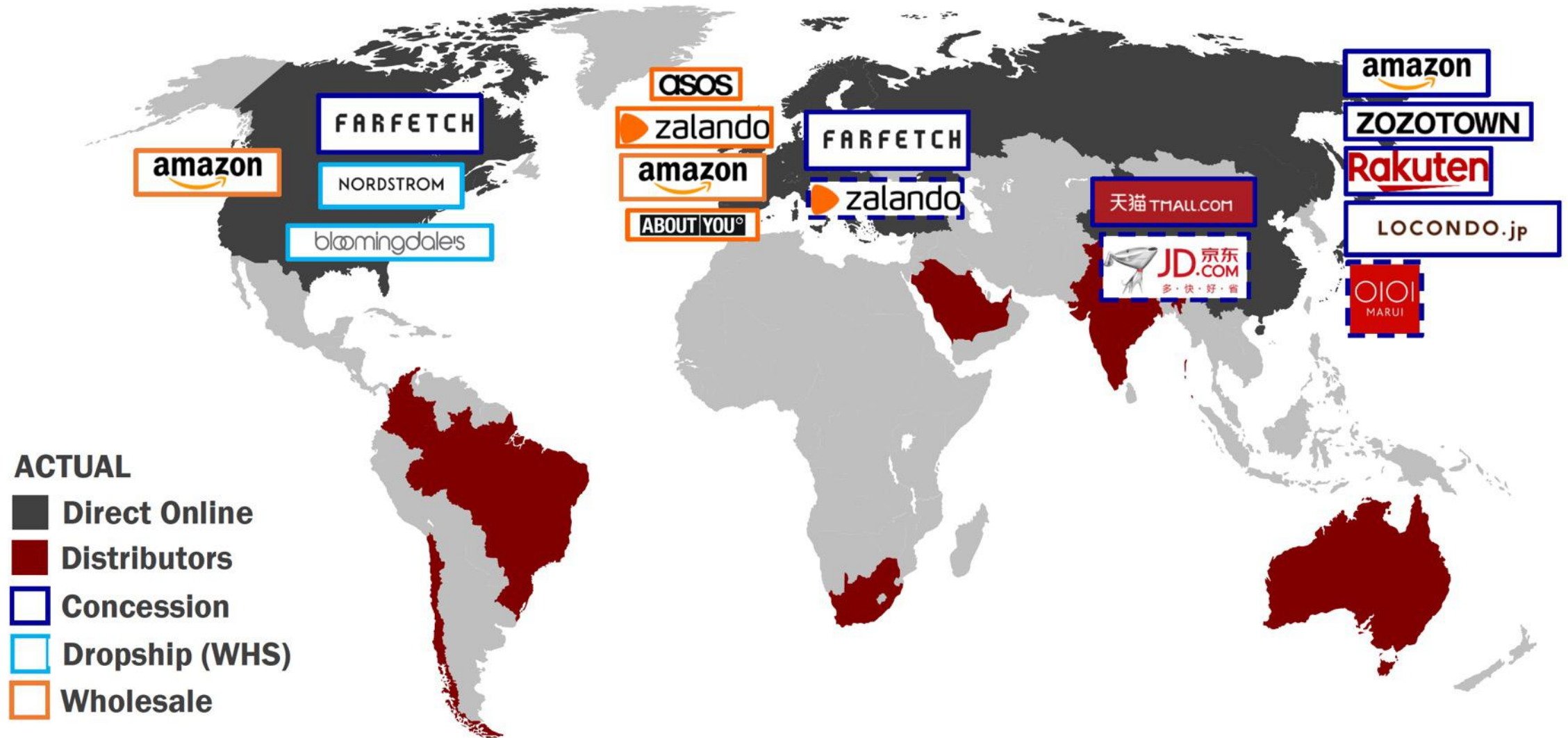
## NAM OUTLET



## EU OUTLET



# ECOMM BUSINESS MAP



# NEW DIESEL STORES & ACTIVATIONS

NEW CONCEPT STORE NY  
SOHO



LIC SOHO



SELFRIDGES SPR ACTIVATION



# DIESEL EU CLIENT PARTNERSHIPS (2022 CALENDER)

**FIRST**

**JANUARY**

PR – SANREMO  
ACTIVATION

**FEBRUARY**

Online partners SS22  
content

SELFRIDGES  
POP UP

PR – FASHION  
SHOW ACTIVATION

**MARCH**

Zalando library push

Bijenkorf library push

PR – LIBRARY  
ACTIVATION

**APRIL**

**MAY**

PRIDE –TOF  
VENICE AND  
PARIS

HOD EVENTS

PR – SPORT  
ACTIVATION

**JUNE**

STORE  
OPENINGS  
PUERTO BANUS  
FORTE DEI MARMI

**SECOND**

**JULY**

REFITS  
AMSTERDAM  
STOCKHOLM

TRACK @LONDON

FRAGRANCE LAUNCH

**AUGUST**

Online partners FW22  
content

**SEPTEMBER**

PRINTEMPS RELAUNCH – SECOND HAND

PR – FASHION  
SHOW ACTIVATION

HARRODS?

STORE  
OPENINGHA  
MBURG

**OCTOBER**

STORE  
OPENING  
PARIS\*\*

PR – LIBRARY  
ACTIVATION

KADEWE LIBRARY

HOD EVENTS

**NOVEMBER**

Online Partners holiday  
content

GALERIES  
LAFAYETTE LIBRARY

**DECEMBER**

HIGH-END

BEST

BETTER

GOOD

ENTRY

**NECKLACE  
INLAY**  
€ 64,95/  
\$ 64,95



**LEATHER  
AIRPOD**  
€ 44,95/  
\$ 44,95



**HAND STRAP  
LEATHER**  
€ 49,95/ \$ 49,95



**SILICONE**  
€ 34,95/ \$ 34,95



**"D"**  
€ 34,95 /  
\$ 34,95



**LEATHER AIRTAG**  
€ 29,95/ \$ 29,95



**CORE  
BOOKLET**  
€ 29,95 / \$ 29,95  
€ 34,95 / \$ 34,95



**CLEAR  
GRAPHIC**  
€ 29,95/ \$ 29,95  
€ 34,95/ \$ 34,95



**CORE  
BOOKLET**  
€ 29,95 /  
\$ 29,95  
€ 34,95 /  
\$ 34,95



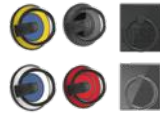
**SILICONE  
AIRPOD**  
€ 29,95 /  
\$ 29,95



**UNI GRIPSTRAP**  
€ 24,95 /  
\$ 24,95



**UNIVERSAL  
PHONE RING**  
€ 24,95 /  
\$ 24,95



**SILICONE  
AIRPOD**  
€ 29,95 /  
\$ 29,95



**UNI GRIPSTRAP**  
€ 24,95 /  
\$ 24,95



FW22 RANGE MAPPING: CASES

STORY

SEGMENTATION

MSRP

VISUAL ID

EXTENSION

UNIVERSAL  
GRIP AND  
STAND

high designer

€ 24,95 /  
\$ 24,95



SILICONE  
AIRPOD

high designer

€ 29,95 /  
\$ 29,95



CORE

high designer

CORE  
€ 29,95 /  
\$ 29,95  
BOOKLET  
€ 34,95 /  
\$ 34,95



LEATHER  
AIRPOD

high designer

€ 44,95/  
\$ 44,95



MAGSAFE

experimentalist

€ 54,95/  
\$ 54,95





**FW22 // COLLECTION→**



## CORE CASE

MSRP: € 29,95 - \$ 29,95

This case is characterized by its bold contrasting white Biscotto logo, premiumized by a debossed outline. With a padded vegan black leather-like outer and large white logo, this case shouts: "For Successful Living".

### ALWAYS ON



### AVAILABLE FOR IPHONE

- 13 (dedicated)
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX
- 14
- 14 PRO
- 14 PLUS
- 14 PRO MAX



**DROP PROTECTION**  
DROP TESTED  
1,5 METER / 5 FEET



**BRANDING**  
PRINTED DIESEL LOGO



**WIRELESS**  
WIRELESS CHARGING  
COMPATIBLE



**EASY ACCESS**  
TO ALL FUNCTIONS  
& BUTTONS



## CORE BOOKLET CASE

MSRP: € 34,95 - \$ 34,95

This core folio booklet case is characterized by its contrasting white Biscotto logo. Created for phone protection, this case has a soft outer frame and raised edges to protect your camera. With a padded black vegan leather-like outer, this case shouts "For Successful Living". Premiumized by a microfibre lining and additional card storage, this case is both bold and functional.

### ALWAYS ON



### AVAILABLE FOR IPHONE

- 13 (dedicated)
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX
- 14
- 14 PRO
- 14 PLUS
- 14 PRO MAX



**DROP PROTECTION**  
DROP TESTED  
1,5 METER / 5 FEET



**BRANDING**  
PRINTED DIESEL LOGO



**WIRELESS**  
WIRELESS CHARGING  
COMPATIBLE



**POCKET**  
INTEGRATED FOR ONE CARD



## MAGSAFE MONOGRAM CASE

MSRP: € 54,95 - \$ 54,95

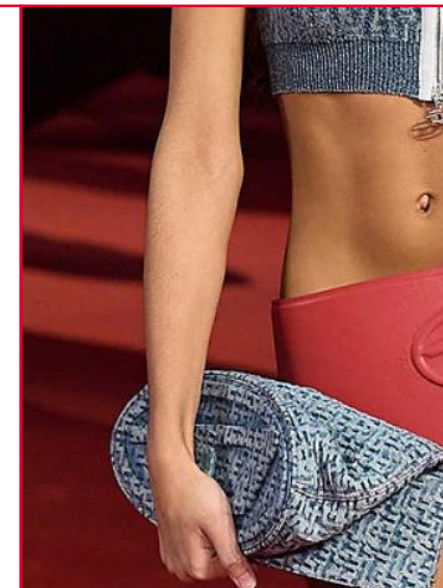
With built-in MagSafe magnetic films that align perfectly with your iPhone, this Monogram MagSafe Case offers a magical attach experience and faster wireless charging. A dual-layer silver foil monogram design, based on a clean white backdrop, will give your phone flair that it deserves.

### LAUNCH FW22



### AVAILABLE FOR IPHONE

- 12 / 12 PRO (duo compatible)
- 13 (dedicated)
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX
- 14
- 14 PRO
- 14 PLUS
- 14 PRO MAX



**DROP PROTECTION**  
DROP TESTED  
1,5 METER / 5 FEET



**BRANDING**  
PRINTED DIESEL LOGO



**MAGSAFE**  
MAGSAFE CHARGING  
COMPATIBLE



**EASY ACCESS**  
TO ALL FUNCTIONS  
& NEW BUTTONS



## PREMIUM AIRPOD CASE

MSRP: € 44,95 - \$ 44,95

A Premium solution for protecting and carry your AirPods with you. This molded leather look Airpod case has a debossed logo and silver hardware. With additional clip-on jacquard lanyard wrist strap, this case is fashion and functionality.

### ALWAYS ON



### AVAILABLE FOR

- AIRPODS PRO
- AIRPODS 3



**WRIST STRAP**  
WRIST STRAP FOR HANDS-FREE CARRYABILITY



**BRANDING**  
PRINTED DIESEL LOGO



**WIRELESS**  
WIRELESS CHARGING COMPATIBLE



## SILICONE AIRPOD CASE

MSRP: € 29,95 - \$ 29,95

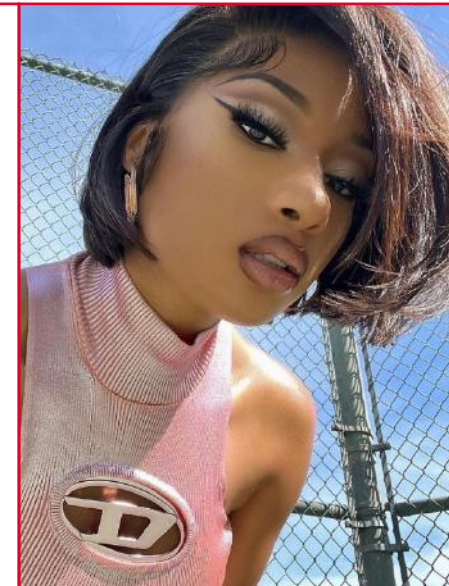
The bestselling Diesel silicone case is your easy go-to answer for Airpod protection. With a soft silicone shell and clear white branding this case is a classic. With a functional carabiner accessory, this look is complete.

LAUNCH FW22



AVAILABLE FOR

- AIRPODS PRO
- AIRPODS 3



**CARABINER**  
CARABINER ACCESSORY



**BRANDING**  
PRINTED DIESEL LOGO



**WIRELESS**  
WIRELESS CHARGING  
COMPATIBLE



## UNIVERSAL GRIPSTRAP

MSRP: € 24,95 - \$ 24,95

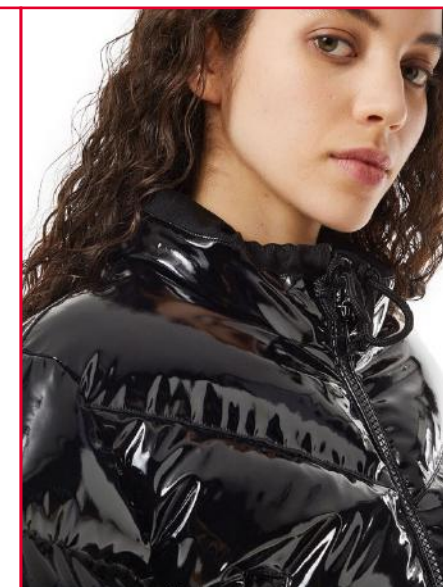
A true genius tech fashion accessory: The Gripstrap. The Gripstrap can easily be attached to most devices or phone case. Designed for ease of use, this universal grip strap offers multiple stand functions and a nifty grip, perfect for the selfie moments. Made with high gloss leather-like vinyl and contrasting logo.

### LAUNCH FW22



### UNIVERSAL

- Fits on most devices



**STAND**  
HORIZONTAL & VERTICAL  
STAND FUNCTION



**BRANDING**  
PRINTED DIESEL LOGO



**GRIP**  
BETTER GRIP



**UNIVERSAL**  
FITS ON MOST DEVICES

## SUSTAINABLE PACKAGING UPDATE

SUBJECT TO TRIAL PROCEEDINGS AND APPROVALS

### GIFTBOX STRUCTURE

EASY TO SEPARATE TOP AND BOTTOM  
PARTS FOR EASY UNBOXING  
**PREMIUM UNBOXING**

### SECONDARY LIFE

KEEP THE PACKAGE TO STORE  
YOUR SPARE CASES OR OTHER ITEMS.  
**RE-USABLE AND RECYCLABLE**



### NO MORE PLASTIC

REMOVE WINDOW AND HOOK TO  
REDUCE PLASTIC (6,5G/PKG)  
**SAVE 900KG OF PLASTIC\***



### REDUCED SIZE

CARTONS FITTED TO IPHONE  
SIZE TO SHIP LESS "AIR".  
**USES 37% LESS SPACE**

### 360° CARDBOARD

CARDBOARD FOLDED 360° AROUND  
TO ENABLE PRINTING INSIDE THE BOX.  
**SAY MORE, SAY THANKS**

### RETAIL PACKAGING

The packaging would result in a lower carbon footprint in terms of shipping. Zero plastic usage and an overall drop of material usage due to adjusted sizing.

With the new type of box, the unboxing experience would increase which could lead to more social exposure and returning customers.

\*Calculations based on iPhone 13 Pro dimensions and launch volumes

## SUSTAINABLE PACKAGING UPDATE

SUBJECT TO TRIAL PROCEEDINGS AND APPROVALS



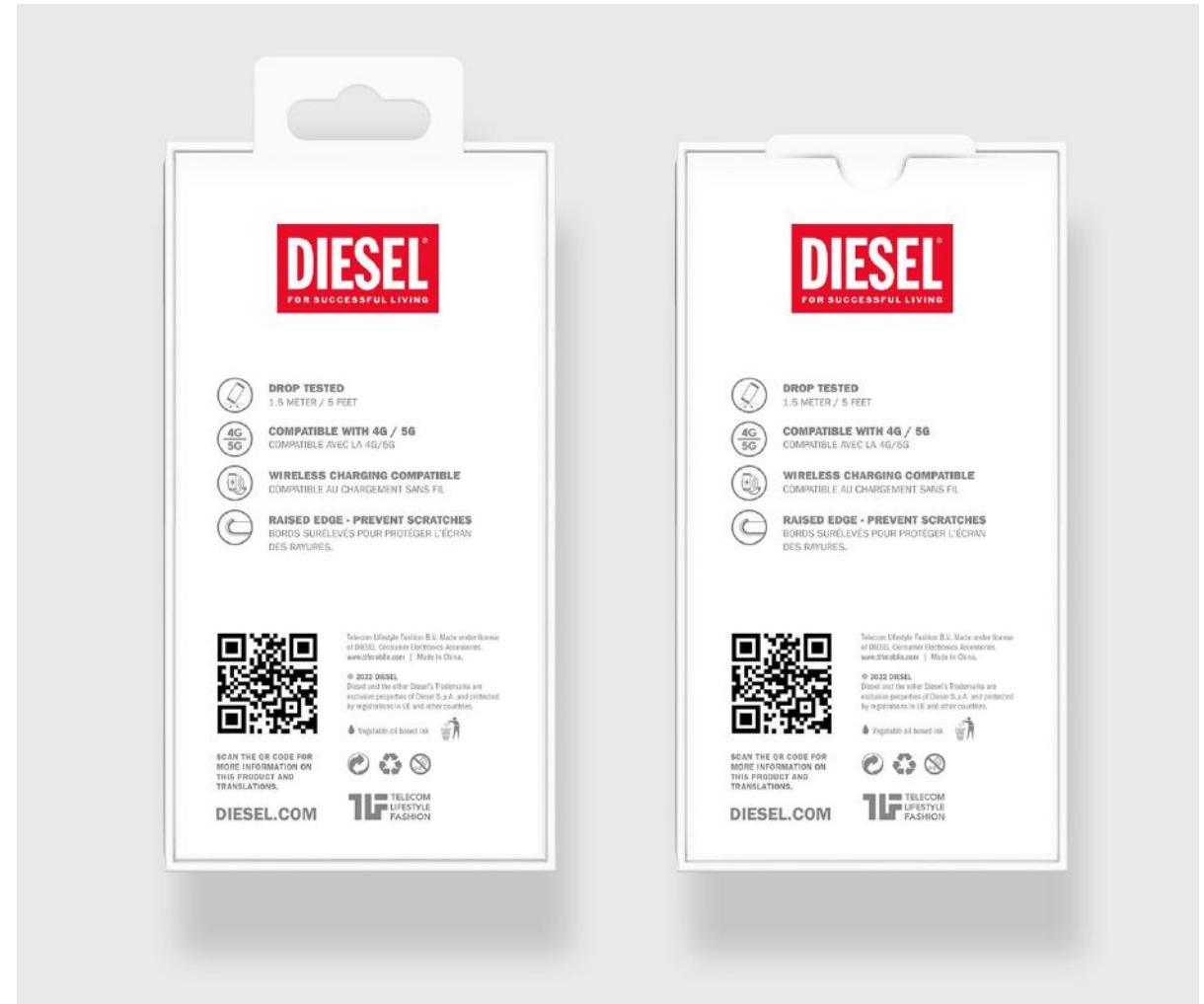
### PACKAGING SIZE

IPHONE 13 MINI  
IPHONE 13 / 13 PRO  
IPHONE 13 PRO MAX

### W x L x H

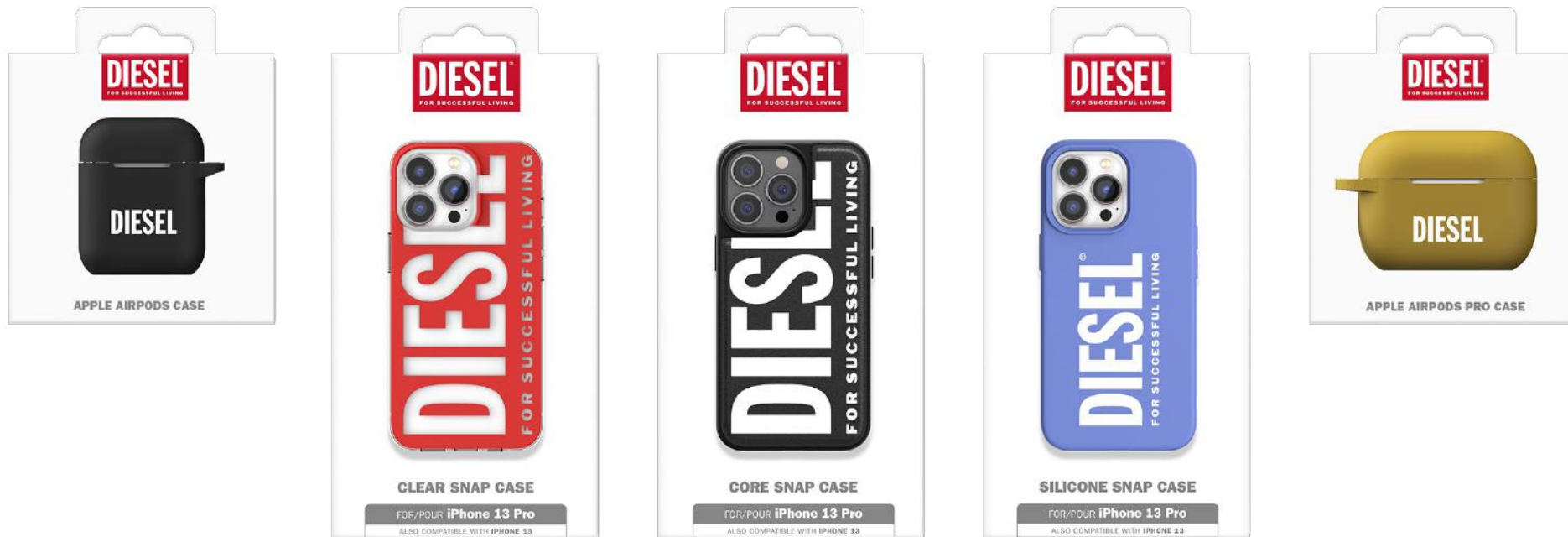
78 x 21 x 152 mm  
90 x 21 x 164 mm  
98 x 21 x 178 mm

### RETRACTABLE HOOK



## SUSTAINABLE PACKAGING UPDATE

LOOK & FEEL



## OVERVIEW EXAMPLE

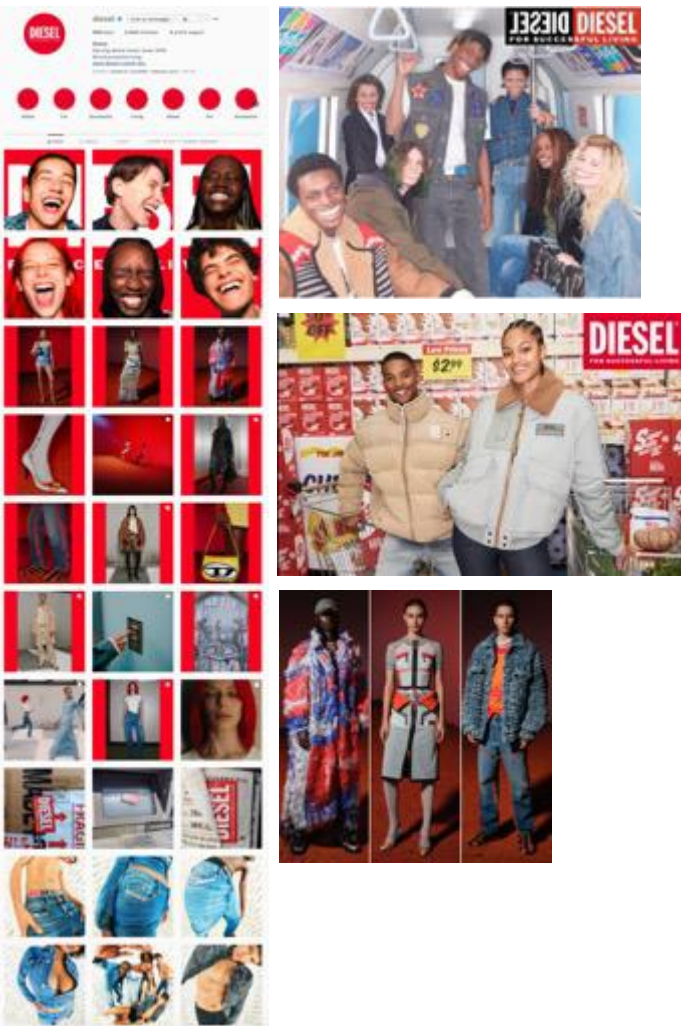
EACH PACKAGING THEIR OWN IDENTITY,  
BUT TOGETHER ONE TEAM.



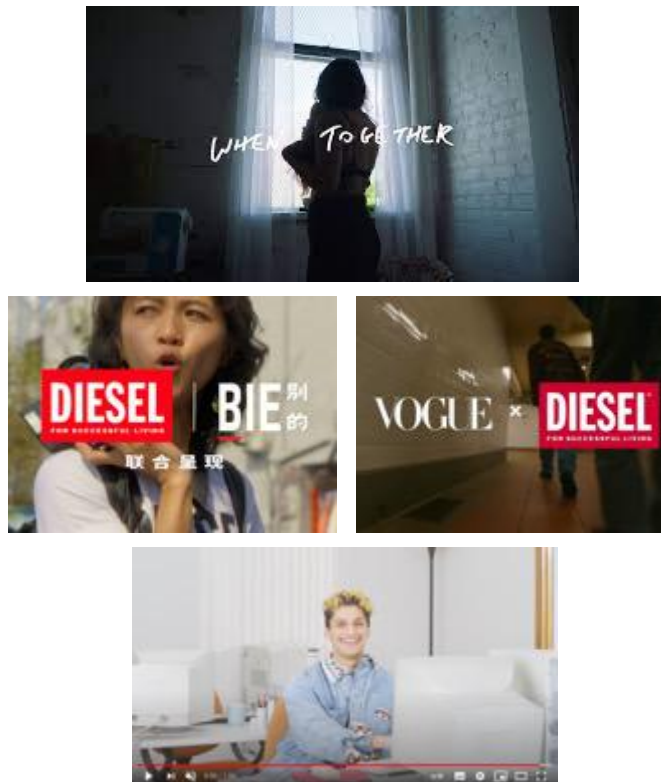
MARKETING



## THE NEW AESTHETIC



## A NEW STORYTELLING



## 360 OR NOTHING



IN SYNC

IN TUNE

IN THE EYE

# MARKETING APPROACH FW22

by TLF

## CONTENT & STORYTELLING

With global Diesel campaign aligned content & imagery, text & audio available for all different channels.

- PR (B2B & B2C)
- Reviews & Testing
- Imagery for online & POS (stills/on talent/technical)
- Video for online & POS (brand/product/technical)
- Product texts & USP's
- Marketplace specific content



by DIESEL

## DIGITAL ECOSYSTEM

360 degrees approach within the (by Diesel used) platforms, online sales channels and reviews.

- Visible on diesel.com
- Instagram/TikTok Features
- Newsletter Push

by TLF & DIESEL

## BEING INLINE OFFLINE

Extended approach on the online ecosystem in retail and with agencies.

- Showroom seeding
- Category dedicated display in brand stores.

with

## A NEW TRIBE

Shift from today's mostly +35yr male majority to bringing in a new audience of high designer and experimentalists of <30yrs.

- More focus on Instagram, TikTok and Discord.
- In sync with the fashion editorials.
- Brand ambassadors in dedicated countries.

## MOBILE ACCESSORIES CAMPAIGN ASSETS

TO SUPPORT THE NEWEST MOBILE ACCESSORIES A FULL  
MARKETING TOOLKIT WILL BE PRODUCED AND RELEASED.

THE TOOLKIT:

STILL & ON MODEL PHOTOGRAPHY/RENDERS.  
FITTING TO THE BRAND AND THE PRODUCT.

FOCUS MESSAGE:

FEWER, BIGGER, BETTER





## SPEAKER & TWS CAMPAIGN ASSETS



TO SUPPORT THE SPEAKER & TWS LAUNCHES A FULL MARKETING TOOLKIT WILL BE PRODUCED AND RELEASED BY THE END OF MAY.

THE TOOLKIT:  
VIDEO AND STILL PHOTOGRAPHY. FITTING TO THE BRAND AND THE PRODUCT.

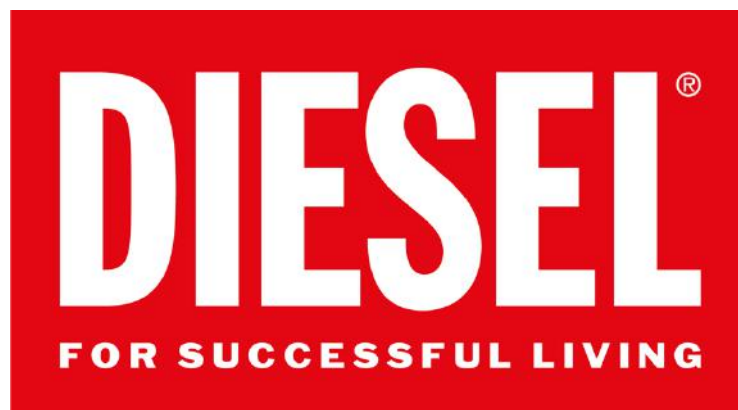
FOCUS MESSAGE:  
BRAND SOUND & MOOD/CONNECTION OF THE TWO SPEAKERS

# MARKETING TIMELINE

## GLOBAL 2022 ROLL-OUT

	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
COLLECTION	<b>MARCH</b> GLOBAL LAUNCH - SS22	 <b>END OF MAY</b> GLOBAL LAUNCH - SPEAKER				NEW IPHONE LAUNCH	 <b>Q3</b> GLOBAL LAUNCH - TWS WHITE + FW22		
CONTENT + DIGITAL + SOCIAL	SPEAKER VIDEO & IMAGERY SHOOT - TOKYO	<b>SPEAKER TOOLKIT READY</b>					<b>TWS TOOLKIT READY</b>		
	<b>SS22 CONTENT &amp; TOOLKITS READY</b>		<b>FW22 CONTENT &amp; TOOLKITS READY</b>					<b>BLACK FRIDAY</b>	<b>HOLIDAY</b>
	<b>SS22 GTM LAUNCH</b>	<b>AMAZON LISTING --&gt;</b>		<b>FW22 GTM LAUNCH</b>	<b>AMAZON LISTING --&gt;</b>				
		<b>INTEGRATE IN BRANDS INSTA/FB CHANNEL. -----&gt;</b>							
PR		<b>PRESS RELEASES B2B/B2C</b>					<b>PRESS RELEASES B2B/B2C</b>		
INTERNAL MKT	<b>SHOWROOM SEEDING</b>	<b>SHOWROOM SPEAKER SEEDING</b>				<b>SHOWROOM SEEDING</b>			
PRODUCTION	FIRST SAMPLES SPEAKER	DELIVERY SPEAKER ORDERS			FIRST SAMPLES TWS WHITE	DELIVERY TWS ORDERS			





**THANK YOU!**

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