

DIESEL[®]

FOR SUCCESSFUL LIVING





TRUE WIRELESS EARBUDS

MSRP: 109,95 EUR – 109,95 USD



AVAILABLE COLORS:



WIRELESS SPEAKER

MSRP: 99,95 EUR – 99,95 USD



AVAILABLE COLORS:



DIESEL AUDIO IS YOUR WAY TO CONNECT & ACCESSORIZE

DROWN OUT THE NOISE WITH YOUR OWN. EVERYWHERE.



TRUE WIRELESS EARBUDS

WIRELESS SPEAKERS

WELCOME 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 and of course audio devices in partnership with leading licensing players.



DIESEL HERITAGE

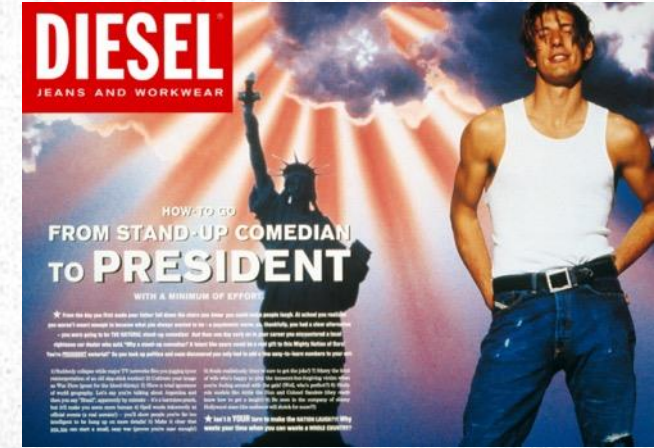
THE STORY OF DIESEL IS OF OPTIMISM, IMAGINATION, INNOVATION, PROVOCATION AND ABOVE ALL ELSE, FUN.

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 OF DIESEL

WE'LL ELEVATE DIESEL'S PREMIUM BRAND PERCEPTION
DOING BIGGER, FEWER AND BETTER THINGS
WITH OUR TRIBE AUDIENCE AT THE CENTER OF EVERYTHING WE
DO
AS THE MOST FORWARD THINKING DENIM BRAND ON THE
PLANET
BECOMING A RELEVANT CULTURAL PLAYER TO TODAY'S
GENERATION
BUILT FROM LOCAL INSIGHT
BEHAVING LIKE AN ENTERTAINER, NOT AN ADVERTISER
BY GUIDING, CURATING, COLLABORATING REAL SOCIAL
EXPERIENCES
HAVING SUSTAINABILITY AT HEART

A NEW AUDIENCE

FROM TODAY



MAJORITY MALE
> 35 years



HIGH DESIGNER

EXPERIMENTALIST

< 30 years | Male & Female

A NEW AUDIENCE

GANG OF FOUR

WE HAVE
FOUR CORE
consumer
growth
segments.

> HIGH DESIGNER - DRIVEN BY A DEEP DESIRE FOR HIGH QUALITY CLOTHING AND TO BE SEEN IN PRESTIGE DESIGNER LABELS.

> EXPERIMENTALIST - WANT TO CHALLENGE THE STATUS-QUO AND EXPERIMENT WITH THEIR IDENTITY THROUGH WHAT THEY WEAR - AND HOW THEY WEAR IT.

13%	31%	25-44	♀	♂
OF CONSUMERS	OF MARKET	LIFELAGE	59% / 41%	15% AVERAGE

> SETTLED STYLE - LOOK FOR TIMELESS STYLES THAT WILL LAST AND SEEK FUNCTION OVER FASHION TRENDS.

> INDIVIDUAL STYLE - PRIZE THEIR OWN PERSONAL STYLE ABOVE THAT OF SEASONAL TRENDS - FITTING NEW ITEMS INTO THEIR OWN EXISTING STYLE.

9%	7%	35+	♀	♂
OF CONSUMERS	OF MARKET	LIFELAGE	48% / 52%	15% AVERAGE

WE'LL FOCUS OUR COMMUNICATION EFFORTS IN REJUVENATING OUR AUDIENCE AND FOCUSING ON THE HIGH VALUE AND FASHION/BRAND DRIVEN SEGMENTS

SETTLED STYLE AND INDIVIDUAL STYLE WILL BE TARGETED ON A CONVERSION/PERFORMANCE AND TOOLS

THE COMMS PILLARS OF DIESEL

A NEW AESTHETIC



IN SYNC

A NEW STORYTELLING



IN TUNE

360 OR NOTHING



IN THE EYE



FUTURE SOUNDS BETTER TOGETHER.

THIS DIESEL WIRELESS SPEAKER IS THE MOST FASHIONABLE CONNECTION WITH EVERYONE AROUND YOU AND BRINGS THE SOUNDTRACK TO YOUR LIFE.

MUSIC AND THE WAY WE LISTEN TO IT ARE AN EXTENSION OF OUR PERSONALITY AND LIFESTYLE. WE CAN DISTINGUISH OURSELVES OR FEEL CONNECTED TO OTHERS.

DIESEL AUDIO MAKES SHARING THAT CONNECTION POSSIBLE.

DESIGN

FINISHED WITH A CONTRASTED RUBBER LOGO on the fabric, it is clearly visible that this is the work of Diesel.

FOR SUCCESSFUL LIVING slogan is debossed in the top and bottom of the speaker and clearly shows the level of detail that has been put into the speaker.

THE REMOVABLE WRIST STRAP is equipped with a 360° rotatable hook and allows you to easily hold the speaker or attach it to various objects, taking the sound wherever you go.





TECHNICAL FEATURES



14H

TOTAL PLAYTIME OF 14H

Every charge will equal up to 14 hours of music on moderate volume.



STEREO PAIRING

Connect 2 Diesel speakers together, creating a stereo connection.



360° OMNIDIRECTIONAL SOUND

The round shape and speakers on various sides of the speaker create an optimal 360° sound experience.



DOUBLE SUBWOOFER

Equipped with a subwoofer at the top and bottom of the speaker, making sure you hear the bass.



2 * 6W DRIVERS

The speaker delivers its sound via the two 6W built in drivers resulting in a powerful 12W sound output.



MICRO SD – AND AUXILIARY CONNECTION

Can't use Bluetooth? Play your favorite music with a micro-SD card or auxiliary cable.

CONSUMER BENEFITS

DIESEL**RUBBERIZED DIESEL LOGO**

The rubberized Diesel logo stands out with its contrasting white finishing the speaker in perfection.

**BLUETOOTH 5.0**

Wireless Bluetooth range up to 15 meters with seamless connectivity.

**REMOVABLE WRIST STRAP**

Easily take the speaker with you, wherever you go. The wrist strap makes it easy to carry the speaker.

**USB-C CHARGING**

The speaker can be charged with the supplied USB-C cable. The speaker is fully charged in just 3 hours.

**WATER RESISTANT IPX7**

The speaker is rated IPX7 water resistant, meaning it can survive up to 30 minutes in 1m deep water.

**HANDS FREE CALL**

The built in microphone allows for phone calls without having to disconnect the speaker.





WIRELESS SPEAKER RED

MSRP: 99,95 EUR – 99,95 USD

SS22 LAUNCH END MAY.

Sales samples will be available from late April.

Forecast deadline: Mid April.

In stock date: Beginning May.

The launch will be supported with a special dedicated marketing campaign
#FUTUREOUNDSBETTERTOGETHER.

Marketing toolkit availability by the end of April.

ALSO AVAILABLE IN:

RED



WIRELESS SPEAKER RED

MSRP: 99,95 EUR – 99,95 USD

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ALSO AVAILABLE IN:

BLACK

RETAIL PACKAGING

THE SUSTAINABLE - PLASTIC FREE PACKAGING is made entirely from paper and cardboard. There is no plastic involved.

INFORMATION AVAILABLE IN MULTIPLE LANGUAGES; English, French, Italian, German, Spanish, Chinese and Japanese.

WITH THE SPACE SAVING DESIGN of the box, we make sure to optimize the available space per hook as much as possible. This allows for more products more products during transport thus decreasing the carbon footprint.

*the design of packaging might be subject to change.

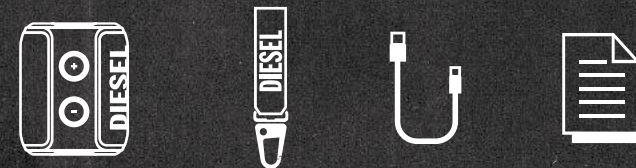




INCLUDED IN THE PACKAGING

THE DIESEL WIRELESS SPEAKER BOX INCLUDES EVERYTHING YOU NEED TO LISTEN TO YOUR FAVOURITE MUSIC.

The box contains the Diesel speaker including removable wrist strap, a charging cable and a user manual.



PRODUCT PLANOGRAM









PLANOGRAM CONCEPT is made to showcase our products in a store planogram setting.

CONCEPT ONLY we have not created this display so use this for reference only.



COMPARE FOR YOURSELF

DIESEL SPEAKER vs SOME OTHER POPULAR BRANDED SPEAKERS

BRAND	 DIESEL FOR SUCCESSFUL LIVING	 Flip 6 JBL by HARMAN	 SoundLink Revolve II BOSE	 Chant Mini HARLEY	 Wonderboom 2 ue ultimate ears	 BOOM 3 ue ultimate ears	 SRS-XB13 SONY	 Monster S110 MONSTER
PLAY TIME	14h	12h	13h	6h	13h	15h	16h	12h
CHARGING TIME	3h	2,5h	4h	3h	2,6h	3,2h	3h	3h
CHARGING	USB-C	USB-C	Micro-USB	Micro-USB	Micro-USB	Micro-USB	Micro-USB	Micro-USB
OUTPUT POWER	12W (2*6W)	20W	8W	1W	8.5W	24W	5W	10W
SUBWOOFER	YES (2x)	YES (2x)	YES	YES	NO	YES (2x)	NO	NO
STEREO (LINK 2)	YES	YES	YES	NO	YES	YES	NO	YES
WATERPROOF	IPX7	IP67	IP55	IPX4	IP67	IP67	IP67	IPX5
BLUETOOTH	5.0	5.1	4.1	3.0	5.0	5.0	4.2	5.0
DIMENSIONS	92x110mm	68x178x72mm	82x152x82mm	140x100mm	104x95mm	73x184mm	74x92mm	197x111x111mm
LANYARD	YES	NO	NO	NO	YES	NO	YES	YES
AV. MRSP	€99,95	€139,-	€229,95	€60,-	€84,-	€115,-	€50,-	€50,-



INTRODUCTION TO DIESEL TRUE WIRELESS

**THESE DIESEL TRUE WIRELESS
EARBUDS CHANGE THE WAY YOU
LISTEN TO AUDIO, DRIVEN BY THEIR
OWN SENSE OF STYLE AND SOUND
QUALITY - THESE EARBUDS ARE THE
QUINTESSENCE OF THE DIESEL
PREMIUM ALTERNATIVE VISION**

DESIGN

FINISHED WITH A PREMIUM METAL LOGO in the center of the lid, the charging case will always stand out from the crowd.

THE RUBBERIZED RING parallel to the led lights will give you extra grip, making it easy to hold and use.

THE METALLIC FINISHED “D” ICON located on the ergonomic earbud’s multi-functional button, will become visible when opening the 360° rotatable lid





THE EARBUDS



8H + 24H

TOTAL PLAYTIME OF 32H

Each charge will equal up to 8 hours of music, the charging case holds an additional 3 charges



BLUETOOTH 5.0

Wireless Bluetooth range up to 15 meters with seamless connectivity



MULTI-FUNCTIONAL BUTTON

For a seamless switch between music and answering and ending a phone calls



MONO- AND STEREO

Earbuds can be used together for stereo sound or separate as mono sound



IPX4

WATER RESISTANT IPX4

The earbuds are sweat- and splash resistant. The earbuds will withstand splashes from any direction.



VOICE ASSISTANT

Supports Siri & Google assistant

THE CHARGING CASE



WIRELESS CHARGING

The charging case is compatible with any Qi compatible wireless charger



USB-C

USB-C CHARGING

Second to wireless charging, simply charge the case via an USB-C cable like the one included in the package



SMOOTH 360° ROTATION

To access your earbuds, simply rotate the lid of the charging case either way.



AUTOMATIC POWER ON

When opening the charging case, the earbuds will connect to the most recent connected device.



LED LIGHT POWER INDICATOR

Simply check the battery of your charging case with the 4 LED indicators, each LED equals 25% battery



RUBBERIZED RING

The rubberized ring will give you extra grip, making it easy to hold and use the product at all times





TRUE WIRELESS WHITE

MSRP: 109,95 EUR – 109,95 USD

Q3 2022 LAUNCH

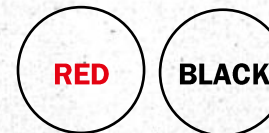
Sales samples will be available from beginning of September 2022.

Forecast deadline: August 2022

The launch will be supported with a special dedicated campaign and the already available video and imagery.

Toolkit availability by September 2022.

ALSO AVAILABLE IN:





TRUE WIRELESS BLACK

MSRP: 109,95 EUR – 109,95 USD

DIRECTLY AVAILABLE.

Sales samples and official products can be directly ordered.

Products are supported with a special dedicated campaign shot in Tokyo. Video and imagery on image server and on request.

Toolkit available upon request.

ALSO AVAILABLE IN:





TRUE WIRELESS RED

MSRP: 109,95 EUR – 109,95 USD

DIRECTLY AVAILABLE.

Sales samples and official products can be directly ordered.

Products are supported with a special dedicated campaign shot in Tokyo. Video and imagery on image server and on request.

Toolkit available upon request.

ALSO AVAILABLE IN:



TRUE WIRELESS CASE

MSRP: 34,95 EUR – 39,95 USD

DIRECTLY AVAILABLE.

This Diesel True Wireless case is the most fashionable accessory to carry your precious Diesel's own New True Wireless and remain hands free. Cradle them in stylish leather to protect against drops and use the ring to attach them to your outfit, bag or Tech chain range.

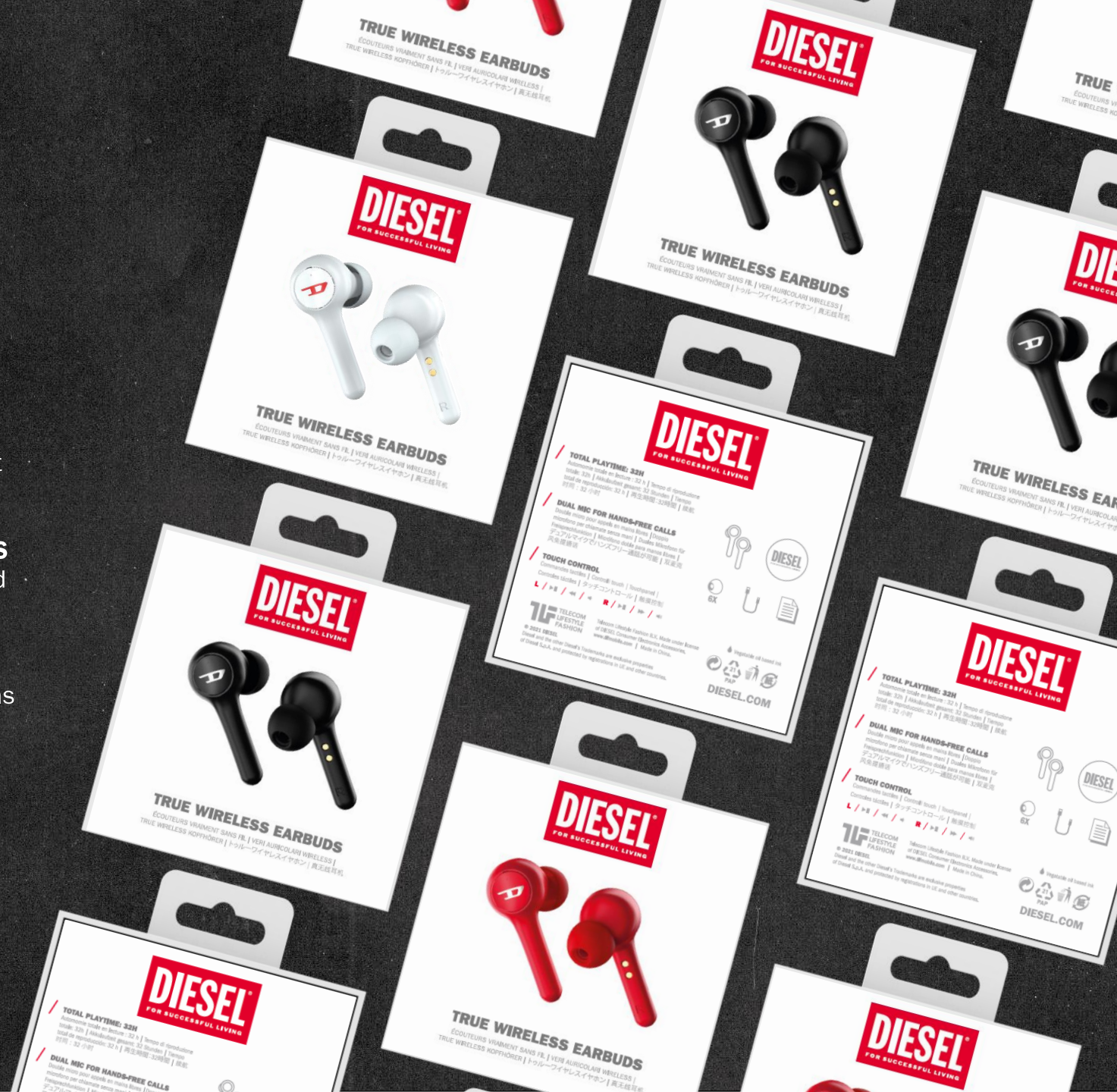


RETAIL PACKAGING

THE SUSTAINABLE - PLASTIC FREE PACKAGING is made entirely from paper and cardboard. There is not plastic involved.

INFORMATION AVAILABLE IN MULTIPLE LANGUAGES such as English, French, Italian, German, Chinese and Japanese

WITH THE SPACE SAVING DESIGN of the box, we make sure to optimize the available space as much as we can. This allows us to transport more products in the same volume and thus decreasing the carbon footprint during transportation.



INCLUDED IN THE PACKAGING

THE DIESEL TRUE WIRELESS BOX INCLUDES EVERYTHING YOU NEED TO LISTEN TO YOUR FAVOURITE MUSIC.

With a set of universal fit earbuds, Diesel TWS provides a good and comfortable wearing experience. To be sure, the user is provided with silicone eartips in 3 different sizes so that you always have a comfortable premium Diesel fit.



COUNTERTOP DISPLAY

THIS COUNTERTOP DISPLAY CONCEPT is made to showcase our products in a store merchandise setting.

CONCEPT ONLY we have not created this display so use this for reference only.

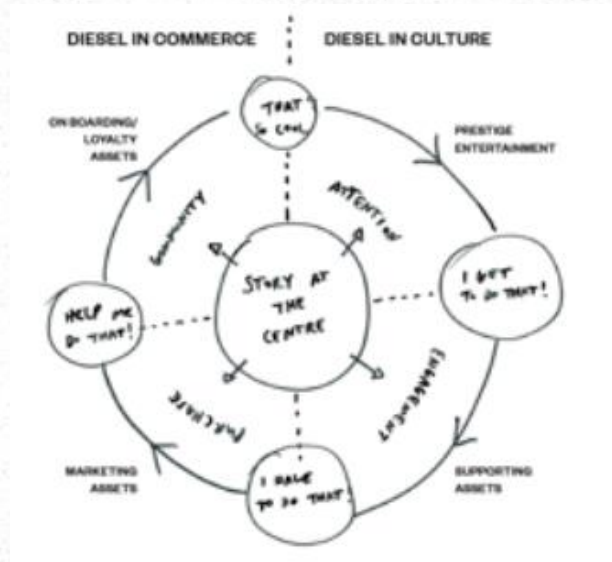


GLOBAL DIESEL MARKETING STRATEGY

FEWER BIGGER BETTER

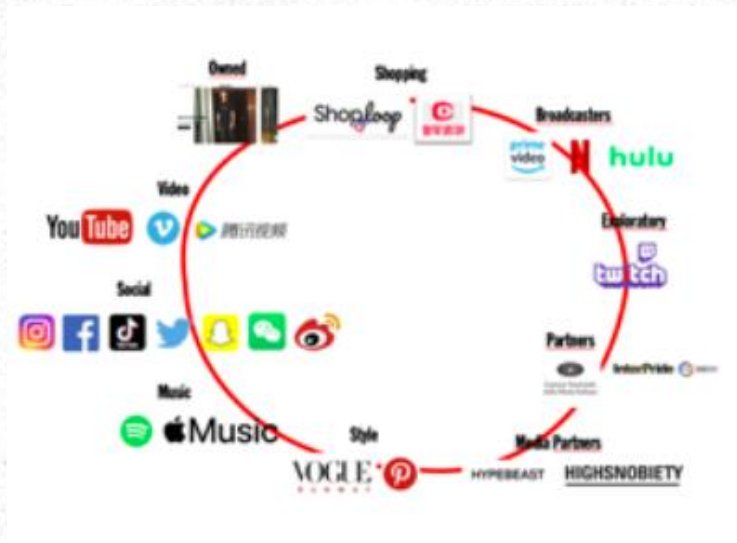
CONTENT & STORYTELLING

Aligned content in imagery, text & audio available for all different channels.



DIGITAL ECOSYSTEM

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



A NEW TRIBE

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



SPEAKER MARKETING PLAN

#FUTURESOUNDSBETTERTOGETHER

DIGITAL/ONLINE

PR (ONLINE)

- B2B
- B2C
- REVIEWS & TESTING

ENHANCED CONTENT:

- VIDEO (BRAND/PRODUCT/TECHNICAL)
- IMAGERY (STILLS/ON TALENT/TECHNICAL)
- TEXT & STORIES
- MARKETPLACE SPECIFIC CONTENT

DIESEL BRAND COVERAGE:

- LANDING PAGE ON DIESEL.COM
- INSTAGRAM/TIKTOK FEATURES
- NEWSLETTER/CRM PUSH
- BRAND AMBASSADORS IN DEDICATED COUNTRIES

MUSIC: SPOTIFY PLAYLIST

INSTORE/OFFLINE

PR (PRINT)

- SHOWROOM SEEDING
- B2B
- B2C
- REVIEWS & TESTING

AVAILABLE CONTENT FOR POS:

- VIDEO (BRAND/PRODUCT/TECHNICAL)
- IMAGERY (STILLS/ON TALENT/TECHNICAL)
- ON REQUEST



DIESEL BRAND COVERAGE:

- CATEGORY DEDICATED DISPLAY IN BRAND STORES
- SHOWROOM SEEDING



MARKETING TIMELINE

GLOBAL 2022 ROLL-OUT

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

THE FUTURE SOUNDS BETTER TOGETHER



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



INTERESTED IN MORE DIESEL

MOBILE ACCESSORIES?

ASK YOUR SALES REP FOR THE NEWEST COLLECTION

HOW DOES OUR FUTURE SOUND TOGETHER?



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