

DIESEL

The Diesel Planet lands on Fifth Avenue, opening February 17th 2009

February 2009. New York City. Diesel's largest Planet store will be located at 685 Fifth Avenue on the corner of 54th Street in New York City.

The signature logo of the brand, the Mohican head, will be prominently featured on the exterior façade, three stories high – or over 12 meters. Layers of hand-cut black steel with cast glass will intertwine to form the Diesel symbol changing the 'face' of Fifth Avenue with light effects bringing the brand to life day and night.

The new Planet is 20,000 square-feet - 2,000 square meters - over three floors, showcasing all Diesel and Diesel Black Gold collections. The brand pulses its DNA throughout by offering over 700 different denim styles and washes on every floor. Growth categories such as bags, footwear, intimates, leather goods, jewelry, timeframes, shades and fragrances will also be featured within. This will be Diesel's 4th flagship in the US, 7th door in New York City and 4th Diesel Planet worldwide including Milan, Tokyo and Hong Kong.

Diesel will offer several one-of-a-kind features in their new outpost. Customers will have the option of customizing the inside waistband of denim purchases with their name, or initials, using laser-etching technology; a number of magic mirrors located within the denim areas will allow the clientele to trust that their backsides look good, no matter whether you trust your salesperson or not!

Other services provided will be tailoring done on-site; messenger service; store-wide Wi-Fi; e-commerce portals where customers can shop www.diesel.com and have product shipped for free to the 5th Avenue store; wireless cash stations for purchases to avoid long lines, and of course a multilingual staff and VIP services. There's even a program for the "Power Shopper" where clientele can recharge their mobile phones, pick up an umbrella or rain poncho or grab a jumbo shopping bag to place all of their purchases. Always playful, pop up DJ booths will be on every floor.

"It's the dream of each brand to open such an amazing store on Fifth Avenue! It represents one of the greatest goals for Diesel, the accomplishment of a 30-year dream as well as the beginning of a new adventure; this street is the most important shopping window of the world that gets me excited every time I come to New York" says Renzo Rosso, president of Diesel.

Designed by Diesel's creative team, headed by Creative Director Wilbert Das, the newest Planet features four main design materials throughout the entire structure: refurbished vintage wood is used for flooring throughout each denim area; black steel on the façade and display cases; cast glass on the main entrance doors as well as on wall window frames; and hints of bronze on the changing rooms. Guests will enjoy lounging on vintage furniture collected throughout the design team's worldly travels. The stark contrast in textures embraces an 'opposites attract mentality,' combining different items working together harmoniously such as raw industrial drop lighting combined with hand carved inlaid wooden floors.

Construction took over 14 months with more than 300 people working 24/7. A team of Italian craftsmen cast and created the interior components such as the cash wraps, stairwell and fixtures. The team and all hardware were brought over from Italy and paired with a team of 250 Americans who worked together to reassemble the final installation.

The store's opening will coincide with the fall 2009 fashion week with a uniquely Diesel and uniquely NYC guerilla marketing campaign. Mr. Rosso continues, "With the state of economy today a brand can be very creative for not a huge investment. We're launching this campaign to celebrate the opening in a very Diesel way."

Part one of the overall campaign is FIVE on FIFTH, the Diesel Dinner Series, which will kick-off on Monday February 16th and go through Friday, February 20th. The dinners will take place in the west-facing window that looks out onto 5th Avenue. This window, 18 feet by 8 feet – 6 meters by 3 - will be dressed as a NYC apartment by day (steam radiator, brick wall, fire escape), and by evening the window transforms into a dining room complete with REAL diners in the cozy apartment/window. The idea comes from the long standing tradition of strolling up and down NYC Avenues checking out favorites retailers' windows.

Each dinner will feature six guests who epitomize the city by bringing New York into the Diesel Planet. From an evening with the Giants football team to a club kid night with Richie Rich, Patrick McDonald and Kenny Kenny to a night out with New York City's IT girls, such as Hope Atherton and Arden Wohl. Finally a 'flash mob' of mohawked street-teamers will run amuck throughout the city in honor of Diesel's signature logo.

Diesel currently operates 45 stores in the US with an additional five-to-eight doors planned for 2009. Globally the brand is sold at more than 5000 points of sale, including more than 400 Diesel owned doors in 80 countries worldwide.

For further information – www.diesel.com