

DIESEL PLANET LANDS IN PIAZZA SAN BABILA

The biggest Diesel Store worldwide

The first Italian Diesel Planet in Milan will open this November at the intersection of San Babila Square and Corso Vittorio Emanuele. The mega-space spans three floors and measures over 1,500 square meters making this the biggest Diesel store worldwide.

This Planet will showcase an important architectural project: displays of curved crystal were created measuring seven meters high and covering the entire 35 meters between Piazza San Babila and Galleria del Toro. In addition an enormous spiral staircase built from hand-brazed metal plates will be the focus point around which will rotate the spaces.

Loyal to the Diesel DNA, technology mixes with vintage to create a "lived in" feeling throughout the Planet. The store represents a shopping destination in which consumers can enjoy the entire Diesel lifestyle. There are many innovations to entertain and support our fans: a digital "magic mirror" that offers a 360 degree vision of the customer's body in order to choose the best outfit and the most favoured cut and wash in denim guarantying the perfect image for each individual consumer.

Continuously changing perfume essences will transcend throughout each floor to stimulate all shopping senses. Playing into the Diesel consumer's love of design, art and exploration, a library was created for consumers to read the best Taschen publications, as well as the limited-edition book made by Diesel, celebrating 30 years of the company: "XXX of Diesel Communication" which showcases the legendary history of Diesel's communication.

Wi-fi installations will also allow for a digital shopping experience, offering a connection to the Diesel store on-line in order for consumers to purchase even the most requested things. As music is an integral part of the Diesel planet, there is a permanent DJ booth which will feature live performances of internationally renowned DJ's.

At the entry of the store Diesel fans will be welcomed by a gigantic "denim wall" with over 5,000 pieces of denim on display - over 150 styles and washes will be offered. In addition to Diesel's core denim offering, all other collections, from accessories and men's and women's fashion collections, to a shop-in-shop for Diesel Kid will be offered.

In 2009, limited-edition products developed in collaboration with other brands, such as the 500 Fiat by Diesel will be available for purchase. There will also be a special vintage area created in which all Diesel products that gained cult status from the 70's will be available for purchase.

The opening of Milanese Planet is part of a retail expansion strategy within Italy. Additional stores are located in Milan at Corso Venezia, Galleria San Carlo and Corso di Porta Ticinese. Diesel also owns 20 mono-brand stores in other major Italian cities.

The opening of the Diesel Store in Milan, marks the 3rd Planet store worldwide with Ginza in Tokyo and Queens Road in Hong Kong. In spring 2009, a Diesel Planet will open in New York on 5th Avenue and 54th Street. Stay tuned!

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