



DIESEL®

FOR SUCCESSFUL LIVING

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DIESEL IS THE ITALIAN LIFESTYLE BRAND
FOUNDED AND BUILT IN 1978 BY ENTREPRENEUR RENZO ROSSO

BEING THE VANGUARD OF FASHION INNOVATION WITH DENIM AT THE BRANDS CORE DIESEL CONSIDERS ITS BRAVENESS TO CHALLENGE CONFORMITY INTERGERAL TO ITS UNIQUE IDENTITY.
AFTER 40 YEARS DIESEL INDISPUTABLY CONTINUES TO BE THE UNIQUE FASHION AND LIFESTYLE BRAND REINVENTING AND CONJURING NEW VISIONS WITH THE RELEVANCE IT HAS ALWAYS HAD
DOING THINGS IN THE DIESEL WAY IS DOING THINGS UNCONVENTIONALLY
EVERYTHING IS MORE UNIQUE IN THE DIESEL WAY

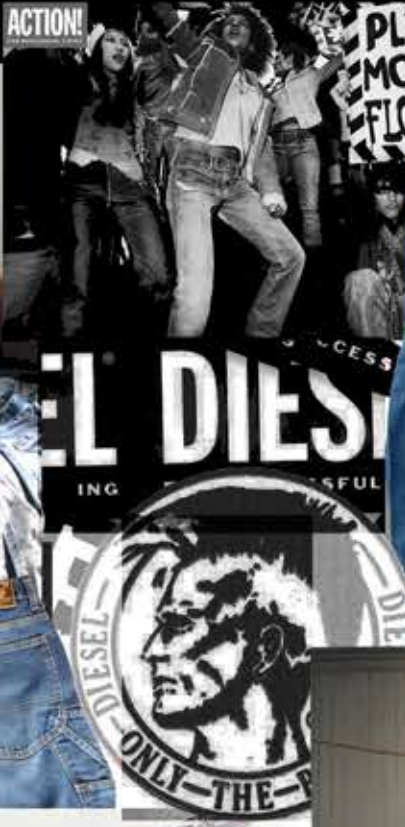


DIESEL HATE COUTURE 2018





OFFERING THE BEGINNING OF A



Diesel
WORK HARD
today calendar
www.diesel.com



THERE'S NO MEANING TO ANY OF THIS.



FEMALE
~ JEANS ~
FANATIC
Seeds Diesel
FELLOW
The girls original -
(type) with low
waist - BOOT LEG





DIESEL



DIESEL 1978



OUR KEY PILLARS

DURING THE DEVELOPMENT OF EACH COLLECTION WE KEEP THREE ELEMENTS AT THE CORE OF THE DESIGN THEY ARE WHAT DIESELS HISTORY IS BASED AROUND AND ARE PRESENT IN EVERY COLLECTION THE FIRST BEING CLUBBING THE SECOND BEING UTILITY, AND THE THIRD BEING SPORT, WE INTERPERET AND REINVENT THESE ELEMENTS IN A MULTITUDE OF WAYS. ALWAYS DENIM REINVENTION BEING THE PINNACLE

CLUBBING



COUNTDOWN



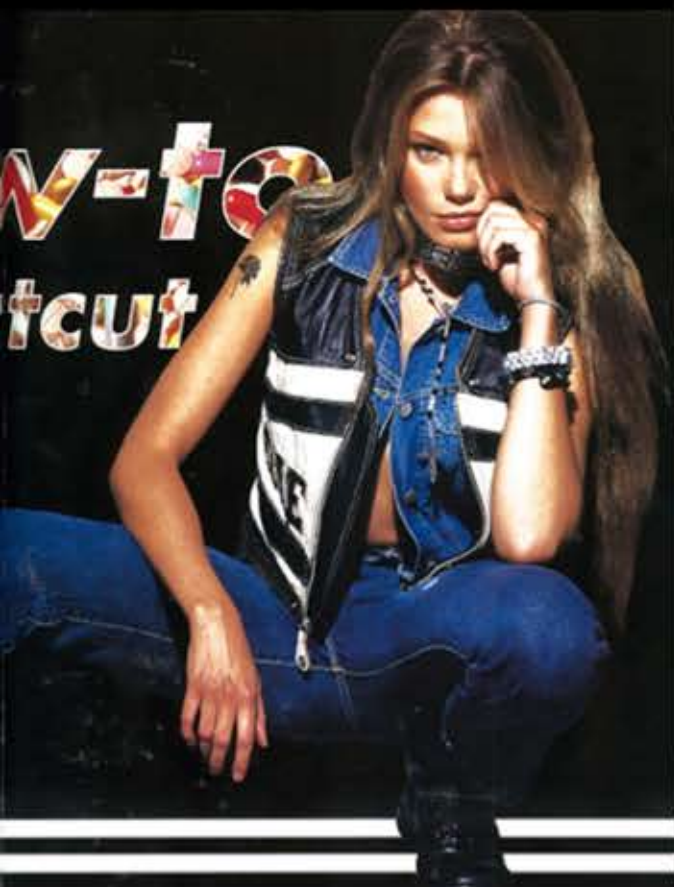
TEN NINE EIGHT



OUR KEY PILLARS

SPORT





OUR KEY PILLARS

UTILITY





DIESEL®

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OBJECTIVES

CAPSULE
COLLECTION



THE OBJECTIVE OF THIS PROJECT IS TO DEVELOP THE ABILITY TO WORK WITH A SPECIFIC BRAND AND TO CREATE A UNIQUE PERSONAL INTERPRETATION. YOU WILL PRESENT YOUR INTERPRETATION OF DIESEL BY CREATING A CAPSULE COLLECTION BASED AROUND DIESEL'S MAIN COMPONENT DENIM . USING EXISTING DENIM GARMENTS AS REFERENCE, REINVENT THEM, DECONSTRUCT THEM, DESTROY THEM TO RECREATE THEM CREATE AN CONTEMPORARY INTERPRETATION OF THE DIESEL PILLARS, CLUBBING , UTILITY, SPORT, SINGULAR OR COMBINED. WE EXPECT AN INNOVATIVE UNIQUE POINT OF VIEW CONSIDER TREATMENTS , EMBELLISHMENTS, AND WORKMANSHIP EXPERIMENTATION INTO VOLUME AND SILHOUETTE IS VITAL. DELVE INTO THE WORLD OF DENIM CRAFTMANSHIP. CREATE A FEELING AND STORY.

THE PROJECT

MOOD BOARD ON YOUR FINDINGS ON DIESEL, GARMENTS CAMPAIGNS, COLLABORATIONS

MOOD BOARD ON YOUR CONCEPT OF THE CAPSULE COLLECTION

EVIDENCE OF THE RESEARCH PROCESS IN THE FORM OF SKETCH/WORKBOOK FROM EACH PERSON

RESEARCH AND DEVELOPMENT OF DENIM CRAFTSMANSHIP INCLUDING SAMPLES

A PRESENTATION OF THE TARGET FOR THE CAPSULE

A WRITTEN DESCRIPTION OF THE CONCEPT OF THE PROJECT

MATERIAL DEVELOPMENT BOARD, TREATMENTS, WASHES AND CRAFTSMANSHIP

A LINE UP OF 10 OUTFIT CAPSULE COLLECTION STYLED WITH THE VISION OF THE CAPSULE

A TECHNICAL DRAWING OF EACH GARMENT

ONE COMPLETE OUTFIT (INCLUDING ACCESSORIES IF APPLIES)

A STYLED PHOTOSHOOT IN LINE WITH YOUR RESEARCH AND CONCEPT

A MOOD AND OUTFIT VIDEO

SKETCH/WORKBOOK FROM EACH PERSON