



OTB ACQUIRES 100% OF VIKTOR&ROLF

The Group consolidates a journey that began in 2008 and further strengthens its commitment to supporting the growth of the Maison founded by Viktor Horsting and Rolf Snoeren

Milan, 4 June 2026 – OTB, the international fashion and luxury group behind the brands Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf, has completed the **acquisition of 100% of Viktor&Rolf**, *the avant-garde Haute Couture Maison* founded in 1993 by designers Viktor Horsting and Rolf Snoeren.

The operation marks a new chapter in a journey that began in 2008, when OTB Group acquired a majority stake in the brand (51%), later increased in 2019 (70%), supporting over time **the growth and international consolidation of the *Maison*** through creative continuity and a shared strategic vision.

This development also follows the agreement signed last year, which **reconfirmed Viktor Horsting and Rolf Snoeren** as creative directors of the *Maison* for another five years, reaffirming the **central role** the two founders will continue to play in the brand's creative, artistic and strategic development, within a journey built together with OTB Group and aimed at further supporting the *Maison's* evolution within the international luxury landscape.

Since its foundation, Viktor&Rolf has established itself as one of the most authoritative and distinctive names in international *Haute Couture*, thanks to the vision of Viktor Horsting and Rolf Snoeren, who have consistently explored the boundary between fashion and art through iconic and experimental collections. The Maison's creative research has also expanded into ready-to-wear, bridalwear, and eyewear.

The artistic creations of Viktor&Rolf have been celebrated by some of the world's leading cultural institutions through exhibitions and showcases across Europe, Asia and the United States, including the MET Museum in New York, the Victoria and Albert Museum and Barbican Art Gallery in London, MAXXI in Rome, Kunsthalle Munich, the High Museum of Art in Atlanta and the Sea World Culture and Arts Center in Shenzhen.

The *Maison* also continues to achieve significant success in the luxury fragrance segment thanks to its long-standing collaboration with L'Oréal Luxe, which for more than twenty years has developed and distributed globally high-end fragrances such as Flowerbomb, Spicebomb and Bonbon.

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"Viktor and Rolf are two of the most visionary and influential designers in contemporary fashion. Over the years, we have built an extraordinary journey together, founded on mutual respect, creative freedom and a constant drive to experiment with the most innovative languages of contemporary couture. With this further step taken today, we are strengthening even more our bond with a Maison that is truly unique within the international luxury landscape and that continues to stand out for its creativity, artistic research and cultural relevance," said **Renzo Rosso, Founder and Chairman of OTB Group**.

"It is with great pleasure that we will continue to work as creative directors for Viktor&Rolf, exploring fashion as a laboratory for ideas and experimentation," said **Viktor Horsting and Rolf Snoeren**.

OTB GROUP

OTB is the international fashion group that owns the iconic brands Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. The Group also controls the companies Staff International and Brave Kid and holds a stake in the American brand Amiri. An acronym for "Only The Brave", OTB believes in pushing the boundaries of fashion and style, supporting the creativity of international talent and expressing the full innovative spirit and uncompromising courage of its founder and chairman, Renzo Rosso. With over 7,000 employees worldwide, the Group is built on a digital-first approach that places the consumer at its centre, a concrete and long-term commitment to creating a sustainable, technology-driven business, and a strong focus on social responsibility through the OTB Foundation.

For more information:

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