

THE FIFTH EDITION OF OTB GROUP'S *SCHOOL OF CRAFTSMANSHIP*,
THE ACADEMY SHAPING THE FUTURE TALENTS OF MADE IN ITALY,
HAS BEEN LAUNCHED IN THE PRESENCE OF MINISTER URSO

- *As part of the celebrations for National Day of Made in Italy, a new edition of the training and professional development programme has been launched. Through this initiative, the OTB Group passes on to younger generations the knowledge and artisanal skills that define the world of luxury.*
- *In 2026, the School will run two classes, one starting in March and one in September, and for the first time will introduce specialist pathways in collection product development, pattern making and tailoring.*
- *Since the project began, more than 50 young talents have been trained, with over 85% hired within the Group companies.*

Noventa Vicentina (Vicenza), 27 March 2026 – OTB, the international fashion and luxury group that owns the brands Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf, as well as the companies Staff International and Brave Kid, today inaugurates the fifth edition of its **School of Craftsmanship** (*Scuola dei Mestieri*), as part of the celebrations for **National Day of Made in Italy**.

The *School of Craftsmanship*, the Group's in-house academy, is a training programme designed to pass on to younger generations the artisanal and manufacturing expertise that defines Made in Italy fashion. The project takes place at Staff International, OTB's production and logistics platform, where this heritage takes shape every day, giving life to iconic creations that reach the world's leading catwalks and boutiques.

The inauguration of the new edition was attended by the Minister of Enterprises and Made in Italy, **Adolfo Urso**, along with numerous representatives from institutions, trade associations and the press. Guests were welcomed by **Renzo Rosso**, Chairman and Founder of OTB Group, and **Ubaldo Minelli**, Chief Executive Officer of OTB Group and Staff International.

The *School of Craftsmanship* is a place where heritage and innovation coexist, and where skills that go beyond traditional craftsmanship are passed on. At Staff International, a unique expertise is developed, blending technical skill, creative and design insight, and knowledge of industrial processes, which are essential for turning the visions of creative directors and designers into iconic garments and accessories. It is in this environment that talents are trained to interpret creativity, translate it and bring it to life. In line with the Group's vision, particular attention throughout the programme is devoted to innovation and sustainability, essential in the training of these roles.

For the first time, the project will run **two editions per year**, increasing the number of young people involved and further strengthening OTB's commitment to developing increasingly strategic skills for the sector. This decision confirms the Group's determination to invest in the growth of new professional figures, contributing to the continuity of a distinctive and essential resource for the fashion supply chain and for Italy as a whole.

"Made in Italy is a heritage born from the union of creativity and expertise, a combination that has made us a unique global benchmark, with more than 80% of the world's luxury production. The strength of our system lies in the ability to transform an idea into an extraordinary product, thanks to the work of our

artisans and the dedication of our wonderful supply chain. For this reason, it is essential to educate younger generations, enhancing professions that require talent and commitment and that are capable of building the future of our country. I would like to thank the Minister for being here today. His presence on such an important occasion, the launch of the School of Craftsmanship, shows how investing in these professions is a strategic leverage for the country” said **Renzo Rosso**, Chairman and Founder of the OTB Group.

“The School of Craftsmanship is a project we believe in deeply, because without training there can be no future for Made in Italy. At Staff International, four generations of professionals work side by side, safeguarding a unique heritage of knowledge, experience and passion, which they pass on to young talent every day. Over 85% of students have joined Group companies. This demonstrates the effectiveness of the programme and confirms the fundamental role of young people in ensuring continuity and sustainability in the Italian fashion and luxury sector,” commented **Ubaldo Minelli**, Chief Executive Officer of OTB Group and Staff International.

“The OTB School of Craftsmanship best embodies our manufacturing tradition, an expression of Italian know-how: that of the Renaissance workshops, where masters passed on knowledge and talent to new generations. It is from this connection between experience and youth that the strength of our Made in Italy is born—handed down from generation to generation—capable of combining quality, creativity and expertise while continuing to grow in global markets. Training, skills and the transmission of know-how are what the country needs most today. It is no coincidence that these are the themes at the heart of the 2026 edition of the National Made in Italy Day, which focuses on the future challenges of our enterprises,” commented **Adolfo Urso**, Italy’s Minister of Enterprises and Made in Italy.

The Academy’s new structure, which will host two classes, one starting in March and one in September, offers a six-month programme combining classroom-based learning and practical activities. Participants undertake a professional traineeship that enables them to work closely with the *Maestri del Sapere* (Masters of Know-how), fellow artisans and industry professionals, gaining a comprehensive understanding of the product development and industrialisation cycle.

The programme includes practical workshops, sessions dedicated to materials and fabrics, in-depth modules on collection development, innovation and sustainability, as well as mentoring sessions with company tutors and master artisans. During the first three months, trainees focus on tailoring and garment construction. They are then directed, in the following months, towards specialist pathways—collection product development, pattern making and tailoring—according to their talents and the skills they have developed. This experience enables them to acquire not only technical expertise, but also the tools needed to interpret and concretely develop a creative idea within the luxury supply chain.

Since its launch, **more than 50 young talents have been trained, with over 85% hired within the Group companies.** This result reaffirms the programme’s effectiveness and the growing need of these professionals within the entire industry.



The *School of Craftsmanship* is open to students holding diplomas from technical institutes, higher technical academies and specialist courses, as well as graduates of fashion degree programmes from across Italy. It is possible to take part in the selection process for the September edition by submitting a video CV: a 60-second recording summarising the candidate's experience and aspirations, as well as their reasons for wishing to participate in the initiative.

The video application should be sent to: academy@staffinternational.com

SCHOOL OF CRAFTSMANSHIP

The *School of Craftsmanship* training course teaches the full range of tailoring skills and high-level product development expertise that drive growth in the luxury sector. Lectures are also delivered on collection development, sustainability and logistics, all essential areas for a thorough understanding of every stage of the production cycle. Apprentices also visit some of Staff International's leading manufacturing partners to experience first-hand the distinctive nature of the Italian luxury supply chain, as well as the ateliers of the Group's brands, where they witness the direct link between creativity and the crafting of a handmade piece in an emblematic setting.

STAFF INTERNATIONAL

With more than 50 years of experience in the fashion industry, Staff International is the OTB Group's production and logistics hub. It directly manages production and logistics for several brands within the OTB portfolio, including Maison Margiela, Marni, Jil Sander and the Diesel collections of footwear, bags and small leather goods. It also holds a worldwide exclusive licensing agreement with Dsquared2 for product research and development, as well as omni-channel distribution of its collections.

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 innovative spirit and uncompromising courage of its Founder and Chairman, Renzo Rosso. With more than 7,000 employees worldwide, the Group is built on a digital-first approach that places the consumer at its centre, a concrete, long-term commitment to building a sustainable, technology-driven business, and a strong focus on social responsibility through the OTB Foundation.

For more information:

OTB Corporate Communication

corporate_communication@otb.net