



OTB CELEBRATES STAFF INTERNATIONAL'S 50 YEARS OF FASHION EXCELLENCE

Noventa Vicentina (Vicenza) – 14 April 2026 – **OTB Group** marks the **50th anniversary of Staff International** with a **retrospective** celebrating creativity, innovation and *savoir-faire*, honouring half a century of excellence in Made in Italy.

The initiative is held as part of **National Made in Italy Day**, promoted by the Ministry of Enterprises and Made in Italy and celebrated each year on 15 April, with the aim of enhancing the very best of Italian manufacturing and creativity.

Founded as a forward-thinking manufacturing company, **Staff International** has grown into a benchmark for international fashion. It is a place where creativity takes shape through exceptional technical expertise, meticulous attention to detail and a *savoir-faire* that stands as one of the **pillars of Made in Italy**. Here, every garment is the result of a finely balanced dialogue. On one side is the designer's vision; on the other, the artisans' ability to interpret and bring it to life. This continuous exchange lies at the very heart of the creative process.

Over the course of its history, Staff International has collaborated with some of the most influential designers on the global stage, including **Martin Margiela, John Galliano, Vivienne Westwood, Karl Lagerfeld, Viktor Horsting and Rolf Snoeren, Dean and Dan Caten, Francesco Risso, Lucie and Luke Meier**, followed more recently by creative directors **Glenn Martens, Meryll Rogge** and **Simone Bellotti**. This remarkable creative legacy reflects the company's ability to interpret and translate even radically different visions, while consistently maintaining the highest standards of quality.

The **retrospective**, inaugurated by the Minister of Enterprises and Made in Italy, **Adolfo Urso**, features **50 iconic pieces spanning five decades of fashion**. It tells a story not only of evolving creativity, but above all of the **extraordinary richness of craftsmanship, treatments and material experimentation** that define the company's identity. From innovative surface techniques and constructions that reshape volume and proportion, to processes that reinterpret materials and objects in bold, contemporary ways.

Within the retrospective, **works of remarkable complexity can be admired: Viktor & Rolf** dresses featuring hand-applied embellishments requiring up to 100 hours of craftsmanship; **Dsquared2** creations enriched with hundreds of individually applied studs; and **Marni** pieces that reinterpret materials and surfaces through innovative techniques such as coating treatments and paper or rubber-effect finishes.

The retrospective also includes a selection of original creations by **Martin Margiela**, testament to the long-standing collaboration between Staff International and the brand, which began even before the Maison was acquired by OTB Group, alongside iconic haute couture creations by **John Galliano** and **Glenn Martens**.

This ability to **"translate creativity"** is what makes Staff International truly distinctive: a place where each product emerges from the meeting point of experimentation and precision, vision and technical expertise.

At the heart of this system also lies a strong commitment to **passing on the knowledge and skills that define Made in Italy**. The School of Craftsmanship, whose fifth edition has recently been launched, is a tangible

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expression of this vision: a project dedicated to preserving and renewing **Italy's artisanal heritage**, training new generations of talent and promoting dialogue between experience and innovation. Today, **four generations of professionals** work side by side at Staff International, ensuring a continuous transfer of expertise that safeguards the continuity and future of truly unique skills.

"Creativity is our greatest strength, but it is not enough on its own. It is the union with craftsmanship that makes it possible to transform an idea into a product of excellence. Staff International embodies precisely this balance. It is a company with an extraordinary product culture, a cutting-edge hub that has seen some of the world's most visionary designers, many of whom lead — or have led — some of the most prestigious Maisons. It is proof that Italy is the most accomplished country in the world in this field, thanks to unparalleled expertise, recognised manufacturing excellence and a truly unique supply chain," said **Renzo Rosso**, Founder and Chairman of OTB Group.

"Staff International is a place where skills are built, knowledge is passed on and continuity is given to a cultural and industrial heritage that is fundamental to our country. For over 50 years, the company has been an integral part of the history of contemporary fashion, making a decisive contribution to the development and promotion of Made in Italy. Continuing to invest in responsible innovation and in the education of younger generations means securing the future of the entire fashion system," commented **Ubaldo Minelli**, Chief Executive Officer of OTB Group and Staff International.

The retrospective is open through private visits and also serves as an opportunity for exchange and in-depth engagement with academic institutions with which the company has long-standing collaborations, reaffirming Staff International's role as a leading player in the training and development of the next generation of fashion professionals.

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:

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