



DIESEL®

FOR SUCCESSFUL LIVING

BY DAISY SLEIMAN

1978

Adriano Goldschmied and Renzo Rosso founded Diesel as a ready to wear casual dressing. The Genius Group, an affiliation of 14 separate clothing labels with a unique style and concept. At that time, denim was used for workers and mining purposes therefore being named after the ambition and ammunition.

1997

Diesel wins the Grand Prix at Cannes International advertising festival. A massive flagship store is opened in San Francisco. Diesel focuses on USA and UK and opens new markets such as Hong Kong, Middle East and South Africa. At the end of the year, Diesel owns 19 stores in 7 countries.

2007

Diesel realized the first live streaming of a fashion show ever.



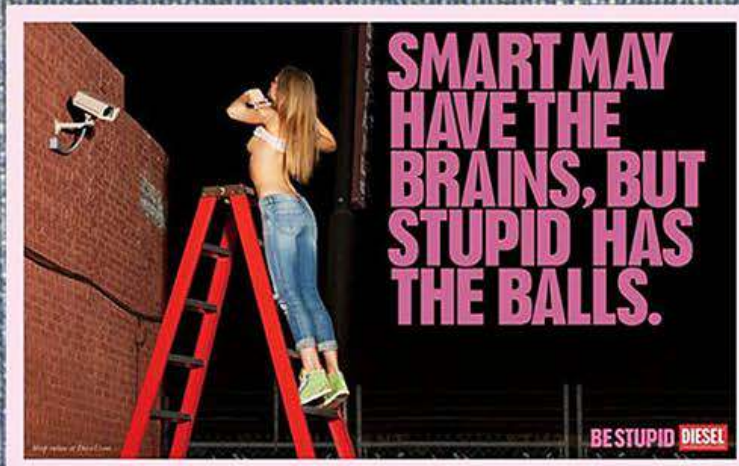
2010

Diesel realized the first interactive video catalog. 2011 Diesel installed 50 wifi hot-spot in Bassano Del Grappa making it the first city in Italy to be totally wifi-connected.

2024

Diesel, led by creative director Glenn Martens, is known for reimagining edgy, avant-garde denim and luxury streetwear. Martens has revived Diesel's reputation through innovative, sustainability-focused collections and acclaimed fashion shows.





1991 CAMPAIGNS CAMPAIGNS CAMPAIGNS CAMPAIGNS CAMPAIGNS CAMPAIGNS CAMPAIGNS CAMPAIGNS CAMPAIGNS CAMPAIGNS

This iconic black-and-white Diesel Jeans ad features real-life couple Bob Paris and Rod Jackson, celebrated in the '90s for their advocacy and status as an "it" couple. Bob, a pioneering athlete, was among the first to come out publicly while still competing.

"not that we went too far or were too over-the-top, but the reaction was so strong that we said, 'Right, next time we should take it a little bit more easy, talk about something that's a little bit more trivial.'" - Jocke Jonason

Diesel's "It All Makes Sense" campaign, featuring pigs in opulent, surreal settings, embodied the brand's defiant and politically charged critique of consumerism. With provocative visuals and disguised social and political commentary, Diesel challenged traditional advertising, urging audiences to question societal norms



1DR BAG

1DR Bag: A signature shoulder bag featuring the prominent 'D' logo, blending contemporary design with Diesel's edgy aesthetic.



Oval D Belt: A leather belt distinguished by its oval-shaped 'D' buckle, representing Diesel's bold branding.

OVAL D BELT





FALL/WINTER 18



Diesel Diesel 🍌
@DIESEL · Follow
It's worth repeating: you don't make online hate disappear by hiding it. Share your stories of online hate. It's time to take the hurt out of hate. [#DieselHateCouture](#)
3:00 PM · Oct 10, 2018
👍 29 💬 Reply 🔗 Copy link





Chazza
@charbirtlesx · Follow

What the flying fricken hell is this????? I have the strongest hate for this word and the way it's thrown around like it's nothing, and they've just gone and put it all over a jacket. It isn't a positive word that should be plastered all over a jacket. Bold move diesel bold move.

12:17 AM · Nov 8, 2018

2 Reply



NickHGT
@NickHorbowyj ·

Is @DIESEL drunk?
horrendous



Lana Del Gay
Diesel doesn't
our pain.

Corporations do

This is a commu

It's still a divisive automatic term for many folks.



CANCELLED



Matt Bagwell
@BaggersBites · Follow

Seriously? I don't need to waste £350 to increase my risk of getting queer bashed, thanks @DIESEL. People experience that for every single day. Also, did I miss the memo about using that word? No, I did not.



is one. Ny taking
its power. I'm gay and
used frequently within
straight. I'd wear that

jacket I'm seeing

would you care if



charbirtlesx · Follow

What the flying fricken hell is this????? I have the strongest hate for this word and the way it's thrown around like it's nothing, and they've just gone and put it all over a jacket. It isn't a positive word that should be plastered all over a jacket. Bold move diesel bold move.

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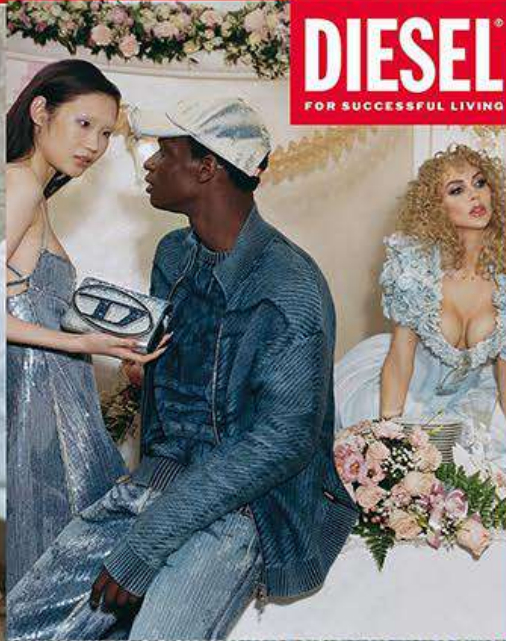


Stewart Who? @DJstewartwho · Oct 12, 2018
I take issue with a business co-opting 'Faggot' to look edgy + make money (£350!?)

Go to charity shop, get jacket for £10. Paint or marker pen it with queer grafitti. Be creative. Be punk. F*ck consumerism. Diesel are dicks.
#FridayFeeling



"TILL D DO US PART"



The "Till D Do Us Part" campaign marked Diesel's first venture into couture denim. Under Glenn Martens' creative direction, Diesel reimagined its iconic denim with high-fashion techniques, combining intricate tailoring and avant-garde designs. The campaign featured wedding-inspired denim couture pieces that pushed the boundaries of traditional denim wear, solidifying Diesel's innovative and rebellious identity in the fashion world.



DIESEL
FOR SUCCESSFUL LIVING

FW24

CAMPAIGN

The backdrop is reminiscent of cardboard or unfinished materials, symbolising rawness, imperfection, and authenticity.

punk-inspired ethos.

The muted tones and shadows evoke an underground or subcultural setting, emphasizing edginess and mystery.

It conveys a sense of urban grit, tying the collection to a post-industrial, dystopian world, where fashion becomes a form of resilience

The central model turns her back to the camera, which could signify defiance and non-conformity, refusing to cater to traditional expectations of being "seen" or objectified.

The upside-down model introduces a sense of chaos and subversion, questioning societal norms of presentation.

Post-Pandemic Freedom?



RUNWAY

Suggests futuristic inclusivity and technological immersion.



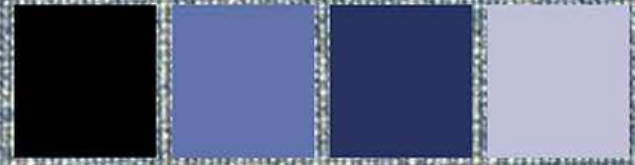
bold blue fur coat is the primary signifier, symbolising extravagance and rebellion.

The minimalist runway backdrop with digital faces adds a layer of modernity and inclusivity.



Digital immersion with live audience imagery.

The diverse models represent Diesel's commitment to breaking societal norms of beauty.



The use of a digital mosaic of faces in the backdrop reflects the Zoom meeting culture that became a global norm during the COVID-19 pandemic.



The digital setup hints at greater consumer involvement, bridging the gap between the runway and the global audience.



These virtual "faces" on the runway imply a hybrid future where physical presence and digital interaction coexist.

RUNWAY



EDITORIAL

The look is contextualized with other Diesel pieces in a gritty, industrial setup, signifying urban edginess and collective identity.

The glossy, vibrant red backdrop is highly symbolic:
Represents sensuality and power, complementing Rihanna's persona.
Creates a stark contrast with the blue fur, amplifying visual intensity and drawing attention to the bold garment.

Rihanna's pose highlights her confidence and physicality, reinforcing empowerment and self-love

The enclosed feeling of the shoot mirrors Rihanna's direct and unapologetic approach to fashion and self-expression, placing her at the center as a commanding figure.

Positions the garment within a collective, rebellious urban environment, telling a broader story of community and identity.



COLLAB CAMPAIGN



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