

## Rosso environmental sustainability

The SPIN OFF presents a portrait of Andrea Rosso, as seen by Tobias Bayer, editor, TextilWirtschaft, and editor-in-chief, The SPIN OFF, both publications of DFV Group. Andrea Rosso is the eldest son of Diesel founder Renzo Rosso. He grew up with Diesel and has held many positions in the company. Now he is a sustainability ambassador. With a passion for the product and processes. And with a sense of humor, as his appearance in a five-part documentary series proves.

Now that's a promotional video with a difference. Presenter Lea Ogunlami enters Andrea Rosso's office and unabashedly asks the son of Diesel founder Renzo Rosso: "You are the ambassador for sustainability. This position sounds a bit fictitious to me." Andrea tucks the tip away with a smile and replies: "It's fictitious."

It's a scene of the first episode baptized "Behind the Denim". The sportswear brand takes customers behind the scenes and shows how she manages to produce her denim items in a more environmentally friendly way. The first three episodes have been broadcast, with two more to follow in October and November.

The program is hosted by Ogunlami, who works for Sony Music and the fashion magazine "i-D". Her style is not didactic, but lively and flippant. She doesn't keep her distance but throws herself into the action. She is reminiscent of Charlotte Roche, who conducted interviews for the music channel Viva at the turn of the millennium that resembled cabaret pieces, and for which she was awarded the Grimme Prize.

The approach is highly unusual for fashion, as sustainability communication is often dripping with moral pathos. Not so with Diesel. With its documentary series, the sportswear brand is building on its rebellious past, as it made history with its provocative campaigns in the '90s.

The "Behind the Denim" short films are not intended to shake up or scandalize, but to make customers aware in an entertaining way of how much effort must be made to produce fashion in a more environmentally friendly way.

Instead of models, Diesel employees and suppliers appear in front of the camera. Creative Director Glenn Martens and Head of Sustainability Sara Betteghella were also involved, and Andrea Rosso too, who has been Diesel's sustainability ambassador since 2021. This may sound like a "fictitious role" to presenter Ogunlami, but it is probably the most important role that Andrea has taken on in his father's company to date. And also, the one that suits him and his abilities perfectly. Photo: Diesel Lea Ogunlami interviews Glen Martens "Initially, I was worried that the tone of the documentary series might be too ironic. Now we realize that we have put a smile on people's faces. People have responded well."

Andrea Rosso sits in his office in the Milan Diesel branch in Via Stendhal. The premises of Fendi, Moncler and Zegna are just a few meters away. Rosso has a mustache, his hair is shaved short, and his body is wiry. He looks very young. Only on closer inspection do you notice the gray stubble

At 46, he is the oldest of Renzo Rosso's seven children. In contrast to other offspring of the Italian fashion dynasties such as Prada heir Lorenzo Bertelli, son of Patrizio Bertelli and Miuccia Prada, or Edoardo Zegna, son of Gildo Zegna, who both took over key departments at a young age and are now in charge of communication and marketing, Andrea has taken a special path and has already had to cope with setbacks.

He began his career with the diesel subline 55DSL. It was aimed at young people and exuded a do-it-yourself atmosphere. Andrea, who was creative director, drew inspiration from music and album covers. "Hip-hop and breakbeat. And techno and rave, which were all the rage at the time."

The company was based in Balerna, a community of 3,000 people just over the border in Chiasso, Switzerland. Andrea was surrounded by a team of 20 people. It was a close-knit community that often spent the evenings together. Andrea describes 55DSL as a "beautiful island"; in retrospect: "It was a comfort zone."

"That was a very hard and difficult moment for me," says Andrea. He was called to the head office in Breganze, where he was entrusted with Diesel's license business.

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