

DIESEL

DIESEL AND TWO-TIME GRAMMY-NOMINATED DJ/PRODUCER STEVE AOKI REIMAGINE THE STATUS QUO IN WATCH CATEGORY PARTNERSHIP

Two Non-conformists Join Forces, Introducing First Transparency Watch Collection

MILAN, ITALY – August 8, 2018 – Diesel is ready to challenge conformity once again by partnering with global superstar DJ/producer and fashion and tech entrepreneur, Steve Aoki, as its watch ambassador into 2019. To kick off the collaboration, Steve will be the face of Diesel's first transparency watch collection, available fall 2018.

Diesel is a guardian of the unconventional, trailblazing spirit, which aligns perfectly with the larger-than-life persona of Steve Aoki, widely known for his over-the-top music performances and intense touring schedule. For over two decades, Aoki has been a disruptive force in music, fashion, tech and lifestyle. Kicking off his career by providing a platform for rock bands and throwing parties in his living room, his enterprise has grown to include a thriving record label and event/lifestyle company, Dim Mak. Thanks to his relentless work ethic and creative attitude, Aoki is now celebrated as one of the most prominent DJ/producers in the world.

"Steve never stops! He's always on the move in a very experimental way, which is something very close to the attitude of Diesel," says Andrea Rosso, creative director of Diesel licenses. "His style and his sense of aesthetic perfectly match the design and the clashing features of this watch, together with its new futuristic approach based on transparency. We're very happy to have him on board."

For fall 2018, Diesel is reimagining the status quo and introducing the brand's first bold collection of blue transparency watches. Drawn from the indigo dyeing of jeans, blue transparency is a natural design evolution for Diesel, a brand rooted in denim culture. The new watch styles display vintage cream pops on dials, inspired by denim stitching. Transparent cases and straps that fade from blue to crystal clear complete the original design story.

"I like to challenge the construct of time. I have to manage, maximize and master my days, and that's why I connect so well with Diesel watches," says Steve Aoki. "I am all about embracing passions and challenging convention, and that's exactly what Diesel represents. I am thankful the brand is providing me with a platform to further express my personal style and globally represent the brand."

Diesel's 2018 watch campaigns featuring Steve Aoki were shot by famed French photographer and publisher Philippe Jarrigeon and were styled by Justin Lynn. The global multimillion-dollar campaign, supporting multiple watch categories, will debut throughout the year.

The new Diesel blue transparency watches will be available in select stories and at diesel.com/watches beginning August 2018.

About Diesel

Diesel is an innovative international lifestyle brand, producing a wide-ranging collection of jeans, clothing and accessories. Since its creation in 1978, Diesel has evolved from being a leading pioneer in denim into premium casual wear, becoming a true alternative to the established luxury market. Despite its growth, Diesel's philosophy has remained the same: a brand standing for passion, individuality and self-expression.

About Steve Aoki

STEVE AOKI is a 2x Grammy-nominated international producer/DJ and founder of the trendsetting record label, events/lifestyle company and apparel line Dim Mak. Aoki is a tastemaker, entertainer, designer, entrepreneur, and philanthropist. In 2012, he started THE AOKI FOUNDATION whose primary goal is supporting organizations in the brain science and research areas. Musically, Aoki is known for his genre-spanning collaborations ranging from BTS to Migos, Linkin Park, Louis Tomlinson (One Direction) and more. His debut artist album was nominated for a Grammy in the Best Electronic/Dance Album category. His follow up albums Neon Future I and Neon Future II were certified Gold. In 2017, Aoki released Kolony (via Dim Mak Records / Ultra Records), which debuted at #1 on the Electronic Album charts and marked his first full turn into rap music. Most recently, Aoki released his singles "Azukita" with Daddy Yankee, Elvis Crespo and Play n Skillz and "Pretender" with AJR and Lil Yachty. With his second Grammy nomination in the Best Music Film category as the subject of the 2016 Netflix Original documentary "I'll Sleep When I'm Dead," countless awards, including holding the Guinness Book of Records title for 'Most Traveled Musician in a Single Calendar Year' and TV appearances from The Daily Show with Trevor Noah to Martha & Snoop's Potluck Dinner to X Factor (UK), Aoki is a truly a global force.