

Diesel collects more accolades at international Clio Awards

By **Mary Jane Pittilla** on September, 10 2018 | Fashion, Bags & Accessories



The award-winning campaign “DEISEL Go With the Fake” was a “crazy experiment” staged during New York Fashion Week in February 2018

Diesel has been awarded seven medals at the Clio Awards, the international competition for the creative business.

The four gold, two silver and one bronze medal went to three different campaigns and projects.

Deisel Go With the Fake, the brand’s award-winning project in Cannes, was awarded three gold medals in the categories Branded Entertainment, Direct and Events/Experiential, while it was awarded a bronze medal in PR.

Go With The Flaw has won a gold and a silver medal in the Film and Film Technique categories. The Film jury awarded silver to the Keep The World Flawed campaign.

The concept of the three campaigns was developed with creative agency Publicis.

Go With The Flaw debuted in Fall 2017. This campaign was directed by François Rousselet, and was designed to run against the myth of perfection and flawlessness that is so common in the social media era.

Rousselet made a film that featured a cast embracing their uniqueness and rising above discomfort, to the soundtrack of Edith Piaf's 'Non, je ne regrette rien' (No, I don't regret anything).

Keep the World Flawed was released the season after, exploring the opposite point of view: what happens when you do all you can to hide your natural flaws? What happens when you chase perfection?

Rousselet directed this campaign with the ultimate message that, no matter what we do, our flaws will always be stronger than our attempts to hide them.

DEISEL Go With the Fake was a "crazy experiment" staged during New York Fashion Week in February 2018, the company said.

Diesel secretly opened an authentic knock-off store—misspelled and mislabeled as DEISEL—on Manhattan's Canal Street. The pieces, which appeared to be counterfeit, were actually one-of-a-kind editions made by Diesel's design team and sold at very low price.

Diesel wanted to tell its fans that they are free to wear whatever they want. "It was not—and still isn't—just about the label. Diesel is something bigger, a social, free-thinking experience," said the company.