

Diesel shows up to Cannes with a restyled look

By **Laura Shirk** on October, 4 2019 | Fashion, Bags & Accessories



Taking an “open window” approach to its new retail experience, the design of Diesel’s renewed booth is hyper-dynamic and adjustable

Diesel announces its presence at TFWA Cannes 2019. The event is a must-attend occasion for the brand, as Diesel’s focus on travel and retail has consistently grown over the past few years. For 2019, the company will present its latest news regarding its collections, licenses and retail concepts.

The Diesel booth at TFWA Cannes (Bay Terrace 3) will be completely reformatted following the design lines of its new brick-and-mortar retail concept, which launched in Copenhagen, Denmark last May and has since also opened in Shenzhen and Shanghai in China, and Tokyo and Kyoto in Japan, with a number of additional, refreshed locations to follow worldwide throughout the remainder of 2019.

The design of the renewed booth (and new retail concept) is hyper-dynamic and adjustable, unbound to the structural restrictions of the location. When it comes to the store’s layout, the core aspects of this new retail experience center on flexibility and modularity. The space can be adjusted based on collections, trends, consumer demands, activations and more. It is an “open window” approach that allows for more transparency into the store’s inner workings, with a rolling library of stock, personalized façades, and dynamic interchangeability.

Diesel’s latest collection: the 2019 Fall drop is influenced by multiple contrasting elements for a

glaring graphic impression, and the result is a bold and hybridized aesthetic. The blend combines American collegiate-wear, heavy metal, athletic gear and moments of grunge for a distinctly disruptive look. With a shared seasonal story dedicated to the world's "brave hearts," both menswear & womenswear are shown together. As always, denim is the core of the collection. This fall marks an evolution in Diesel's JoggJeans.

This season will see the use of two standout Diesel trademark logos: an oversize "Only The Brave" logo and the reintroduction of the original "For Successful Living" logo. This trend is also visible throughout the accessories offer, which experiments with prints, denim and puffy nylon. Hybrid sneakers and a trans-seasonal range of boots are also highlights.

At Diesel's booth, visitors will have a chance to see a preview of new products the company is developing in its licensing arena. One such endeavor is a new partnership with an emerging Italian design firm, founded with the mission to reduce the use of plastic bottles.

In recent years, the brand has experienced constant growth in its travel retail business, confirming new openings at airports and on cruise ships. This December, Diesel will open a store on Carnival Cruises, and in Q1 2020, retail outlets are slated to open at: Helsinki International Airport Terminal 2 (non-Schengen area); Athens International Airport AIA (extra Schengen); and at Duty Free Terminal A (international flights) at Moscow Vuknovo International Airport.

Throughout the duration of the exhibition and conference, Diesel will partner again with THE SCENE to create branded uniforms for bartenders and staff. The team is looking forward to welcoming participants at TFWA, the most important summit in the travel and retail industry.