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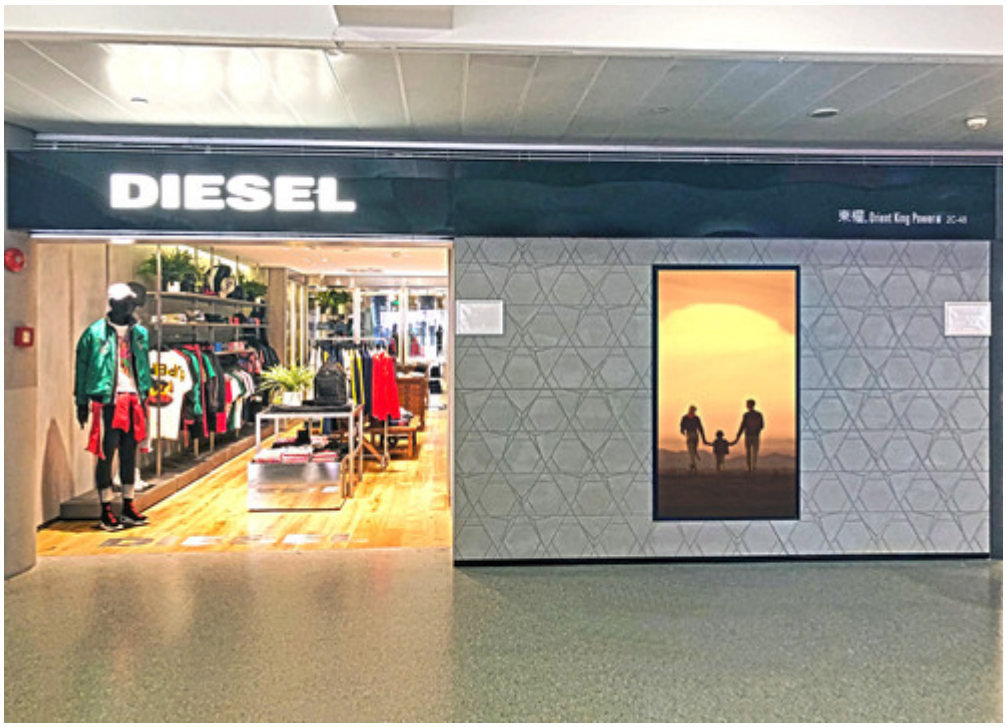
New Diesel store opens its doors at Shanghai Pudong Airport Terminal 2

By **Jas Ryat** on February, 5 2018 | Fashion, Bags & Accessories

Diesel started off 2018 with a new store opening at Shanghai Pudong Airport Terminal 2 in partnership with Orient King Power.



The new Diesel store concept is meant to help customers feel at home

The Diesel store design concept was conceived in collaboration with Japanese architect firm Wonderwall, headed by interior designer Masamichi Katayama. The idea is an apartment's space, like a symbolic new house for the brand, whose aim is indeed to create a distinctive atmosphere, combining it with the brand’s identity, where the customer can feel “at home”.

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Customers are able to explore the Spring Summer 2018 Collection, ranging from apparel to accessories for woman and men as well as a selection of denim and JoggJeans

A collection made for self-expression, encouraging the clashing and contrasting of pieces to create your own unique style.

Bright colors meet utility this season, inspired by Burning Man festival style and throw-it-on boy/girl easiness. There’s particular attention to authentic, 90s-influenced pale denim featuring a variety of treatments, rips, raw edges and floating stitches.

Moreover, at Diesel Store in Pudong T2, travelers can have the pleasure to lay their hands on the

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newly launched ‘Diesel for AC Milan Capsule Collection’.

Diesel opened many new stores from Yangon, Hawaii Guam and Waikiki to the most recent at Changi Airport, Singapore in October 2017 , where Diesel has partnered with Lagardère Travel Retail

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