Diesel to brand Cannes with new star-studded campaign

As reported by TRBusiness, Diesel plans to make a splash at the upcoming TFWA World Exhibition & Conference in the South of France next week, as it confirms that it will be heavily promoting its new Haute Couture clothing line - and strong anti-bullying message - as well its FW 2018 line on 133 billboards and city lights during the week.

“TFWA Cannes has become a cant miss occasion for Diesel, as the company’s focus on the travel retail industry is constantly evolving and growing,” reiterates the brand.

“The upcoming TFWA Cannes will be the perfect stage to present the latest Diesel releases in regard to both product and communication messaging.

As reported, Diesel launched a Haute Couture (read Hate Couture) line of clothing - fronted by global singer/rapper and model Nicki Minaj - in dramatic fashion at Milan fashion week and plans to roll out the range into duty free and travel retail locations in the coming months.

SELECT AIRPORT DISTRIBUTION

The brand has told TRBusiness exclusively that a selection of Haute Couture items are now available for purchase from the following airports: Shanghai Hongqiao, T2 (store-in-store); a boutique at Shanghai Pudong, T2; Guam International Airport T Galleria with DFS (multi-brand corner); Honolulu Waikiki Airport T Galleria also with DFS (multi-brand corner); another boutique at Yangon International Airport and finally Doha International Airport in Qatar (store-in-store).
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Nicki Minaj fronts the new Haute Couture campaign for Diesel.

Diesel insists that in recent years it has experienced strong growth from its travel retail stores which makes it easy to justify the additional investment in high profile promotions, such as those taking place in Cannes.

“This ongoing growth is showcased by recent and futures openings, including at the following airports: Moscow-Vuknovo, Malta, and Shanghai Hongqiao, and a number of cruise ships. A key objective in 2019 is for Diesel to extend its distribution at international airports worldwide.”
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To support its ‘message’ in Cannes, the company has created a video featuring Nicki Minaj, Gucci Mane, Bella Thorne, Miles Heizer, Tommy Dorfman, Bria Vinaite, Barbie Ferreira, Yovana Ventura, Jonathan Bellini and Yoo Ah-In.

AN ANTI-HATE STATEMENT

“These stars picked a word or phrase that they found in their comment feeds, and those comments have been turned into edgy fashion statements on t-shirts and more; in the end, the more hate you wear the less you care,” explains Diesel.

As well as positioning itself on prominent signage along the Croisette, it will also partner with THE SCENE – the exclusive club for TFWA delegates open during the week of Cannes –where bartenders and staff will bear the new collection’s branding. A Diesel-sponsored photo booth activation will also be open.

“Diesels Fall/Winter 2018 Main collection will be the labels centrepiece at the fair, as it embodies our engagement in continuing to reconstruct our image,” adds the brand. “The inspiration is drawn from a melting pot of elements: sport, denim, colours, graphics, checks and treatments.

“With the city of London acting as a primary reference point, clashing influences are borrowed from school uniforms to gothic and post-punk elements. Oversized and bigger silhouettes portray an empowering aesthetic, while iconic archive items are mixed with historic and pop cultural elements. They are different, but they mix seamlessly into the collection and make it even more appealing.”

DENIM AT THE CORE

Denim always plays a strong part in every Diesel collection and this year is no different, says the brand.

“In regard to denim, the quest for authenticity is the focus of the collection. Pure and vintage denim reach new heights thanks to a unique mix of ripped and repaired treatments, classic constructions, evolutions in volumes and proportions, and different washes and materials to meet a variety of personalities and body shapes.

“Comfort is also essential with Diesels signature denim fabric called ‘JoggJeans’. As soft and comfortable as a pair of sweatpants, product made with this material carves out a unique position in the marketplace.”

In addition, hiking continues to inspire Diesel’s footwear collections for both men and women and bags, shoppers and backpacks will be on show in denim, canvas, faux fur and patent leather. In the accessories universe, hiking inspiration recurs both in female and male footwear.
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