

Diesel

Diesel is one of the most iconic fashion brands of the past two decades. The Diesel brand lives by its own rules, it creates its own trends and follows no one. For over two decades Diesel was seen as as the 'black sheep', sitting outside the pack, adored by its loyal army of followers across the globe. The brand of late has drifted slightly into the mainstream and needed to reconnect with a new audience by once again standing out and doing things differently.

The Brief:

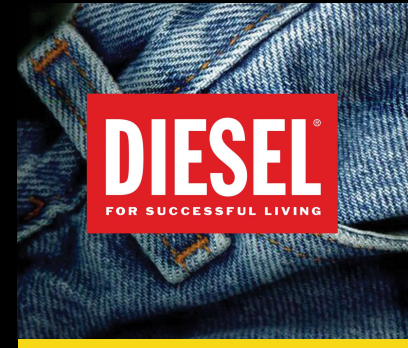
'i-am' were asked to think of both short and long term solutions and given full scope to think out of the box. By first using their evaluation process to review the Diesel brand experience across the UK network 'i-am' were asked to recommend a series of brand development principles that would once again rebuild Diesel's maverick status through innovative and unprecedented retail design.

The Solution:

Based on research findings and by considering every aspect of the Diesel customer experience 'i-am' have outlined a UK retail strategy to ensure Diesel regain their edge through their store experience.

The Result:

The relationship with Diesel is still developing and the work so far is shaping both the retail execution and the direction of the brand.



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