



DIESEL
SS22 STILLS CAMPAIGN

DIESEL®

FOR SUCCESSFUL LIVING

INTRODUCTION TO DIESEL:
WHAT MAKES DIESEL “DIESEL”?

DENIM

SIGNATURE FITS

BORN IN ITALY

ACCESSORIES

EFFORTLESSLY COOL

STAPLE PIECE

GOOD QUALITY

A LIFE LONG PURCHASE

EUROPEAN

WELL DESIGNED

SIMPLE BUT SEXY

A pair of blue denim jeans is shown from the waist down to the mid-thigh. The jeans have a classic five-pocket design with yellow stitching. A small label with the Diesel logo is visible on the left pocket. A red rectangular box is overlaid in the center of the image, containing the text "PREVIOUS CAMPAIGNS" in white, uppercase letters.

PREVIOUS CAMPAIGNS

DIESEL
FOR SUCCESSFUL LIVING

WEDNESDAY, JANUARY 24, 2001

THE DAILY AFRICAN

AFRICA'S BIGGEST-SELLING QUALITY DAILY

European developing countries targeted by African tobacco industry.

African Cancer Society accuses tobacco industry of cynicism.

Lumbumbashi, Wednesday. During a press conference, leaders for the African tobacco company Bumba-Monga said they had just reached agreement with officials from the governments of the European republics Italy and Spain to open two plants for manufacturing cigarettes. "It is not to be regarded as a

defensive move in reaction to the strict anti-smoking laws that are expected to pass in the AU next week", Ndana Ongulu of Bumba-Monga said. "We are constantly looking for new ways to expand in order to remain the healthy and stable company we have been for the last 100 years." African Cancer Society president Allingo Gorella considers the

tobacco company move to be "one more example of the total cynicism that still breeds in the old economy". Mr Gorella added that it is strange that we have export embargos on guns to most European nations, but are free to help them (the Europeans) to kill themselves with cigarettes.

Kool.kom global launch delayed. Kool celebrates with delay party.

Brazzaville, Congo. The e-trade giant Kool.kom gave a delay party for the 700 employees who were hired last week. "If you are waiting for something really good, you can't wait long enough", said sexy kool-queen and co-founder Daisy Lee-Anrong when asked why they spent AFRO 550,000 (USD \$700,000) on a staff party celebrating their own delay. The delay is said to be due to technological problems with implementing computer software. American veteran rapper XTCY was flown in to perform at the party hosted by Daisy and partner Ernestine Kool.kom.



DIESEL

“THANK'S DIESEL, FOR MAKING US SO V”

BRUCE, HERB, STEVEN, PATRICK & PETER.

KESTER: Subtly, casual, straight, regular straight leg and open waist.

TRADING: Subtly, low waist in front, low back, regular straight leg, regular waist and open waist.

SPARKER: Subtly, low waist, straight, regular, regular waist, overcast backside, subtle, low straight leg and open waist.

ZIGZAG: Typically, low waist in front, normal waist in back, straight leg, regular waist.

TRAINING: Subtly, low waist in front, low back, regular straight leg, regular waist.

Number 88
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DIESEL
 JEANS AND WORKWEAR

How To Tighten Your Grip

HEY FOLKS! Does sliding around make you sick?

NOTHING CAN QUITE beat genuine "A" grade Burmese rubber for sheer protection. Whenever you move at really high speed you risk overheating and bruising. You could even blow out! This is why a fantastic G-R-I-P is so important. It must be supple and elastic under all conditions, whether dry or moist. So remember, only OUR quality products promise you as much extra safety as you need, as well as valuable extra mileage!

No, protect yourself, and help put more RUBBER on the road!

COMING SOON: **How to succeed in hedgehog farming!**

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FOR SUCCESSFUL LIVING

DIESEL HISTORICAL MOMENTS:
SUN CITY, 1975.



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FOR MORE INFO, CALL DIESEL HEADQUARTERS
0424-477 555 — www.diesel.com

DIVER SEEN IN KEETAR JEANS.

23 Pat Inter 2-12-10 11.40 Side 1

DIESEL
JEANS AND WORKWEAR

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DIESEL
JEANS AND WORKWEAR

COOPER XALK
Main picture: P. Basso

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When entering a helicopter, bow down.

CONCEPT: THE REVIVAL

DIESEL IS MAKING A COMEBACK WITH NEW, INNOVATIVE, FLUID DESIGNS.

IT'S NO LONGER JUST FOR THE STAPLE DENIM WEARER: IT'S FOR THE FORWARD THINKING, THE PLAYFUL, THE FRESH.

THE SS22 CAMPAIGN SHOULD REFLECT THIS NEW STYLE YET ITS HISTORY SHOULD NOT BE FORGOTTEN.

HOW TO APPEAL TO THE NEW, MORE FASHION CONSCIOUS WEARER?

THE CAMPAIGN IMAGES SHOULD BE IMMEDIATELY RECOGNISABLE BUT ALLURING - SOMETHING NEW.

THE TABLEAU

CONCEPT: THE NARRATIVE

INSPIRED BY DIESEL'S EARLY CAMPAIGNS WE CREATE A LIVELY, SLEEK AND MEMORABLE CAMPAIGN BASED ON TWO IDENTITIES THAT MAKE DIESEL "DIESEL":

1. DENIM

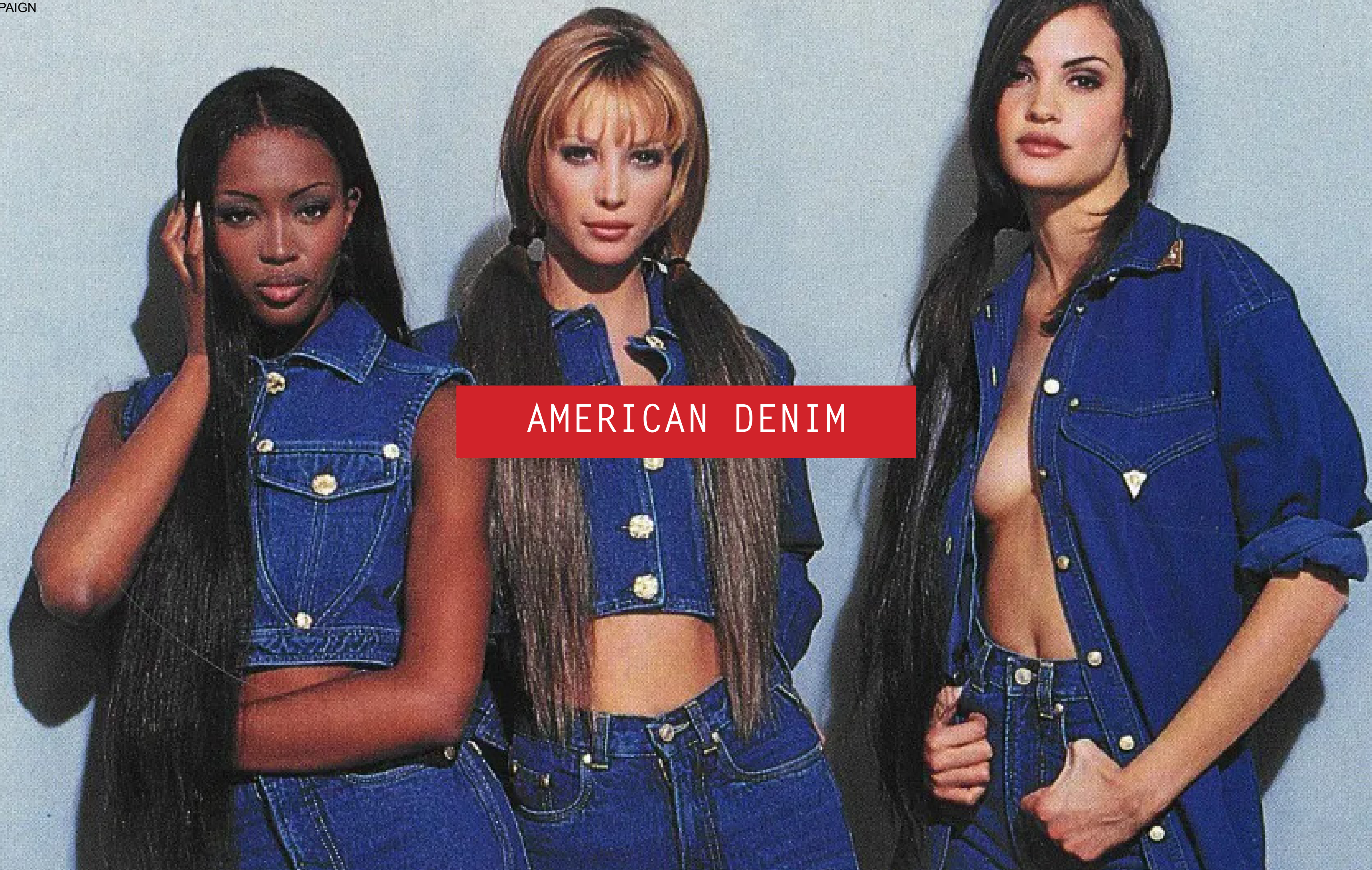
TYPICALLY IDENTIFIABLE WITH AMERICAN CULTURE, WE EXPLORE THE FEEL OF AMERICAN DENIM: OLD SCHOOL DENIM ADS, THE MALL, THE DINER, THE MECHANICS WORKSHOP.

2. EUROPEAN CULTURE

DIESEL AND EUROPEAN CULTURE ARE A SIGN OF GOOD QUALITY, HISTORY AND SOPHISTICATION: VISUAL ART IN PARTICULAR.

WE EXPLORE THIS THROUGH 'THE TABLEAU VIVANT' - MEANING 'LIVING PICTURE' - BY CREATING IMAGES THAT DRAW US IN, THAT MAKE US FEEL LIKE WE'RE THERE; WE *ARE* DIESEL'S NEW FORWARD THINKING WEARER.

DIESEL'S NEW CHAPTER - THE REVIVAL - IS TOLD.



AMERICAN DENIM



A

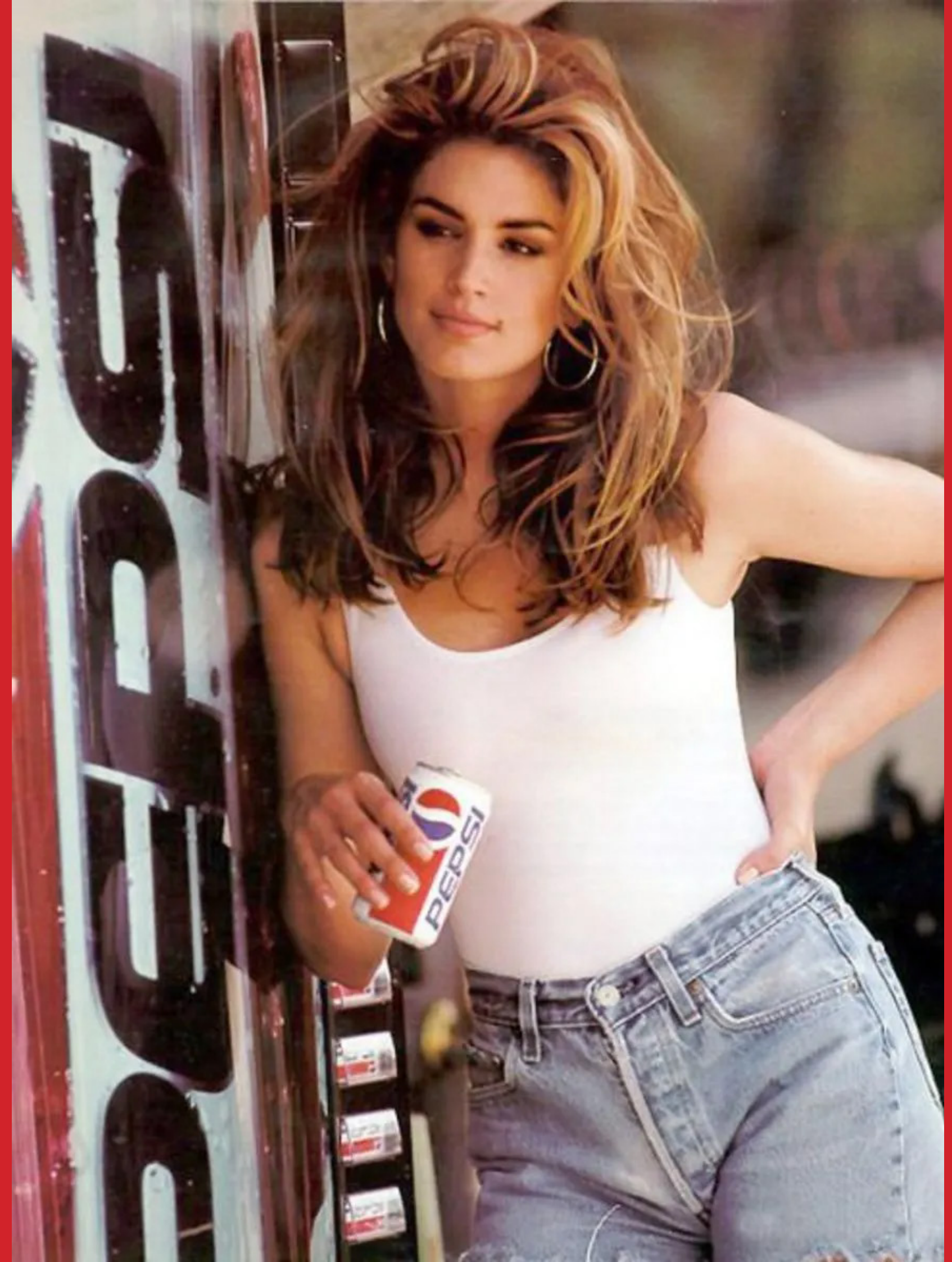
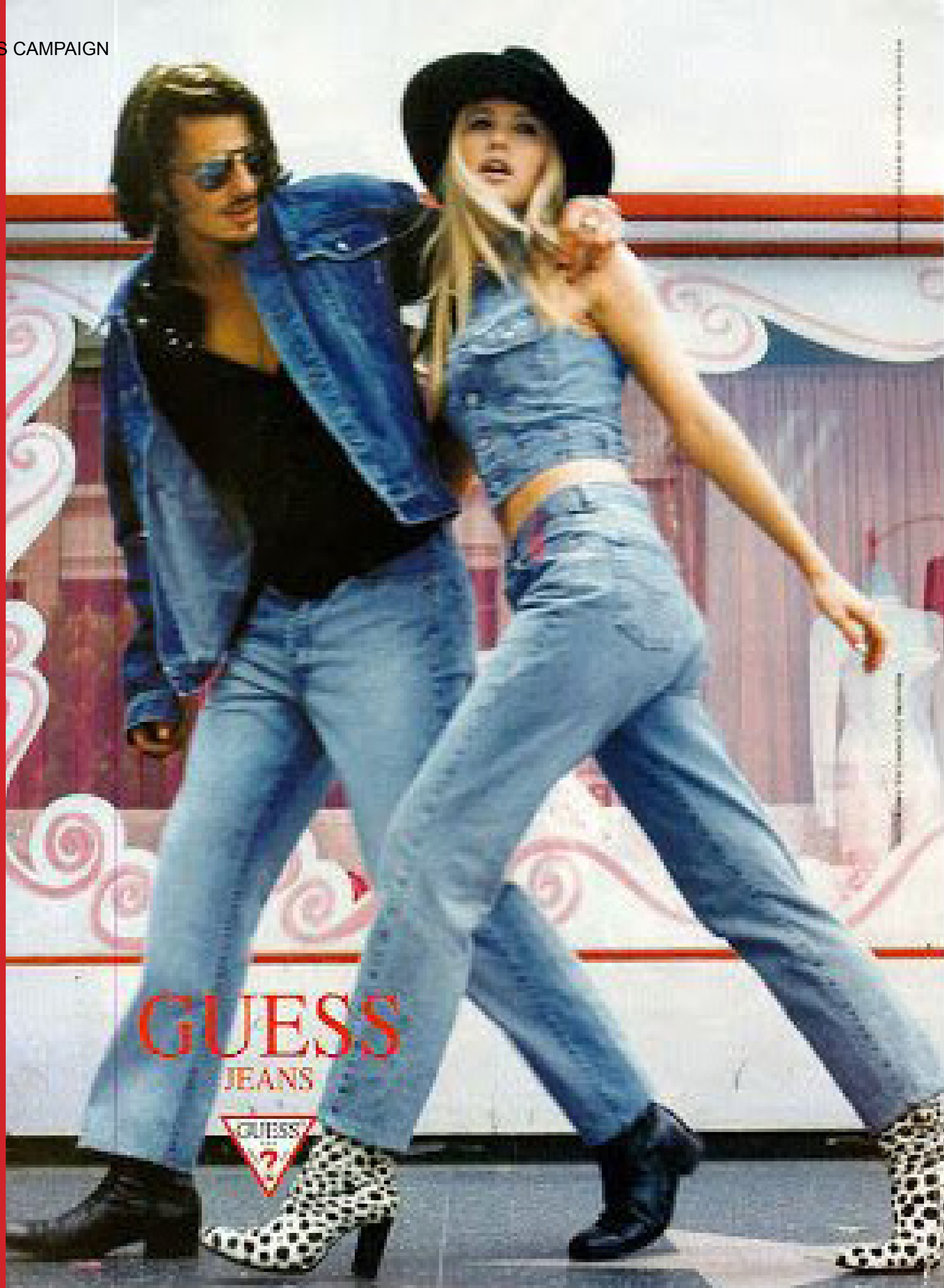
Faded look

B

Chambray



Belt, sold on p. 245





THE TABLEAU VIVANT









THE GRAPHICS

KEEP IT CLASSIC.

TAKE THE STAMP CONCEPT FROM EARLY CAMPAIGN'S AND REJUVINATE.

THE MESSAGE MUST BE CONTEMPORARY + SIMPLE - IN LINE WITH THE FORWARD THINKING, SUSTAINABLE FASHION CONSCIOUS DIESEL WEARER.

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Number 81

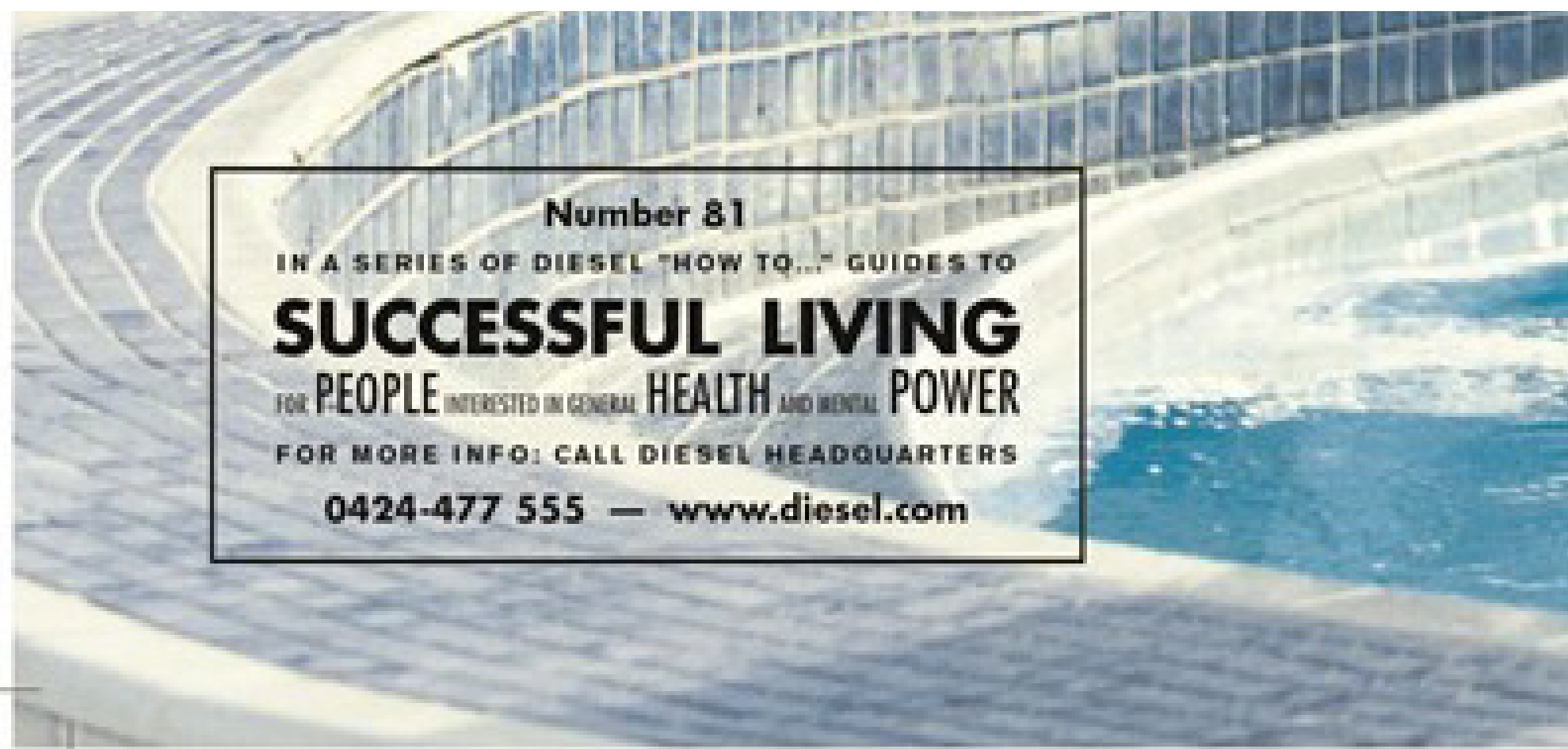
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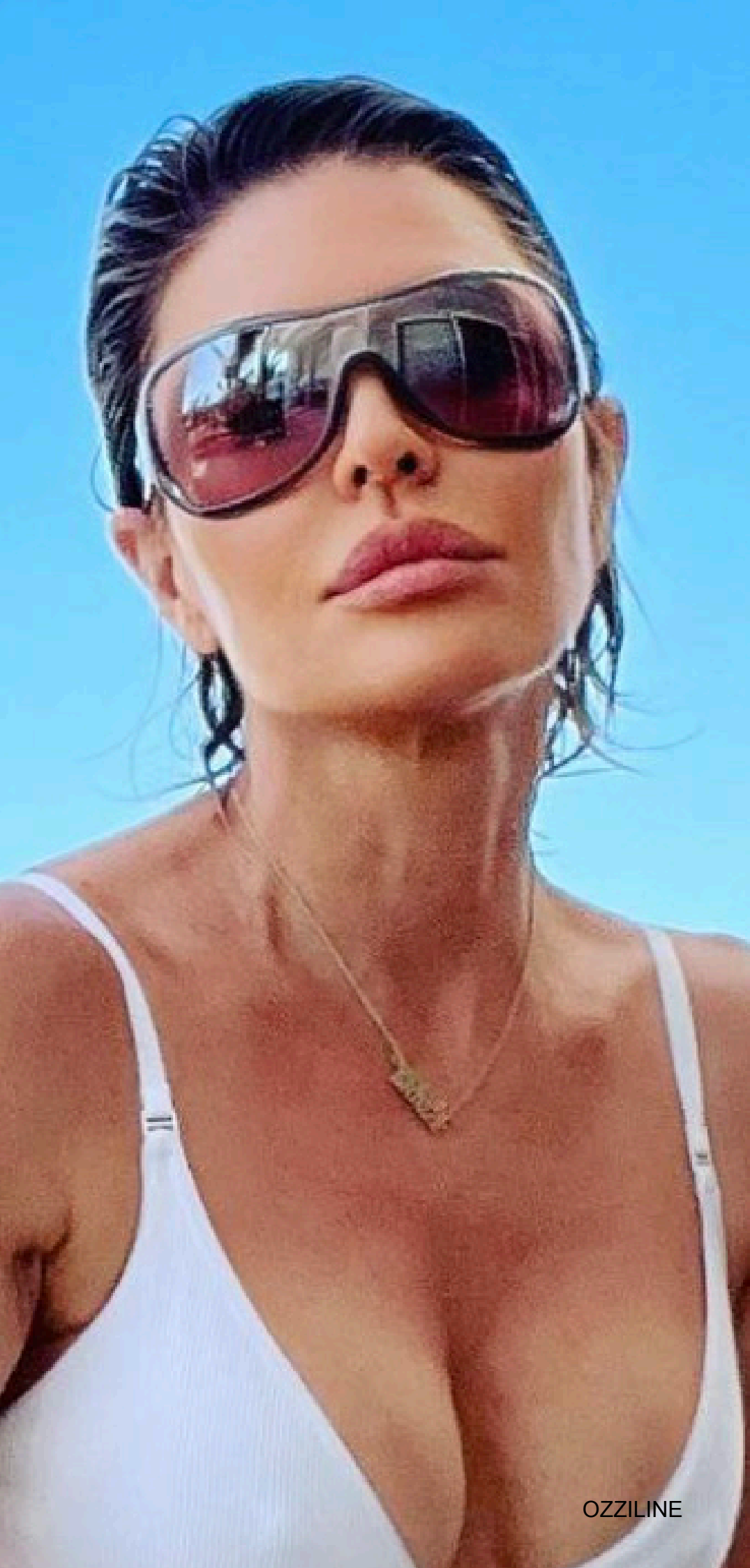
CASTING

THE CASTING FOR THIS CAMPAIGN PLAYS A BIG PART IN RETELLING THE DIESEL STORY.

FACES THAT HAVE THEIR OWN CHARACTER - A STORY TO TELL, A TRUTH TO REVEAL - THEY ARE WEARING DIESEL, DIESEL IS NOT WEARING THEM.

THEY MUST HOLD THEIR OWN, AS IF THEY KNOW DIESEL WELL - THEY ARE OLD FRIENDS.

THESE ARE THE FACES OF NOW: VIBRANT, IN DEPTH, KNOWLEDGABLE, POWERFUL, ROLE MODELS AND MUSES.



A pair of blue denim jeans is shown from the waist down to the ankles. The jeans are a medium blue color with a visible denim texture. A solid red rectangular box is centered over the lower half of the jeans, containing the text "THANK YOU" in white, uppercase, sans-serif font. The jeans are set against a plain white background.

THANK YOU