



February, 7<sup>th</sup>, 2025

**Sustainable Markets Initiative announces Diesel - part of OTB Group - and HModa to join the Fashion Task Force**

**London, England:** The Sustainable Markets Initiative (SMI), founded by His Majesty King Charles III in 2020 when he was Prince of Wales, is pleased to announce that its Fashion Task Force is welcoming Diesel - part of OTB Group - and HModa to its ranks today.

Since 2021, the Fashion Task Force has made significant progress and achieved tangible results by adopting an entrepreneurial and action-oriented approach. Key areas of focus are regenerative agriculture projects, Digital Product Passport and traceability.

Federico Marchetti, tech entrepreneur, sustainable fashion pioneer, and Chair of the Fashion Task Force, stated: "It is with great pleasure that we welcome Renzo Rosso from OTB Group and Claudio Rovere from HModa to our group of members.

"Renzo Rosso is a long-time friend, and together we share a deep commitment to advancing sustainability in the fashion industry. Renzo and his team will strengthen the Fashion Task Force's agenda, by offering their fresh, pioneering perspective.

"Claudio Rovere is an outstanding entrepreneur with a strong focus on valuing the fashion supply chain and its extraordinary craftsmanship. Claudio and his team will contribute to our goals by bringing a valuable inside-out perspective on the supply chain."

Renzo Rosso, Chairman of OTB Group and Founder of Diesel, said: "Sustainability must become a state of mind for the entire fashion industry, and the Fashion Task Force, with the support of His Majesty King Charles III and the leadership of Federico, represents a further step toward this goal. We are excited to be part of this and to share our vision and the innovative approach with the other members. Collaborating and looking towards the future together is the only way we can truly change our industry".

Claudio Rovere, Founder and President of HModa Group, commented: "We are extremely proud to be the first industrial group to join the Fashion Task Force led by Federico Marchetti with the support of His Majesty King Charles III. This milestone marks a significant step for HModa and the entire fashion production supply chain. We are excited to actively contribute to the efforts towards a sustainable future, promoting responsible practices and working together to achieve the goals for a sustainable development in our industry."

The Fashion Task Force will continue to deliver results in line with the SMI's Terra Carta principles, and the two new members are committed to support the Task Force in accelerating the sustainability transition.

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## **About OTB Group**

OTB is an international fashion group comprising the iconic, unconventional brands Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. It also controls the Staff International and Brave Kid companies and holds a stake in American brand Amiri. OTB – short for "Only The Brave" – believes in the possibility of pushing beyond the frontiers of fashion and style to support the creativity of international talents and express in full the innovative spirit and uncompromising courage of its founder and chair, Renzo Rosso. With more than 7,000 employees worldwide, the Group is founded on a digital approach centred on the consumer, a concrete long-term commitment to the creation of a sustainable, technologically driven business, and close attention to social issues through the OTB Foundation.

## **About HModa**

Founded in October 2017, HModa is an industrial project promoted by Hind SpA, a holding company dedicated to investing in the capital of Italian SMEs, with the aim of fostering growth processes, through aggregation and internationalization projects. With a specialized workforce of over 1,500 employees, HModa is a pole of excellence active in all segments of the Italian fashion supply chain. The company operates through 18 associated companies, including **Uno Maglia** (jersey processing), **Alex&Co.** (leather garments), **RBS** (outerwear), **Albachiara** (women's lightweight apparel), **GAB** (leather goods), **Project** (denim), **Valmor**, **Dema** and **Alinea** (footwear), **Famar** (women's menswear), **Rilievi** and **PuntoArt** (embellishment and embroidery), **Seriscreen** (screen printing and printing on leather and fabrics), **Fustellificio Toscano** (die cuts and accessories for leather cutting and processing), **Beste** (fabric and clothing production), **Lanificio Arca** (wool and cashmere shuttle weaving), **Taglionetto** and **Emmetierre** (small leather goods), with a client portfolio that includes leading international luxury brands. For more information: [www.hmoda.it](http://www.hmoda.it)

## **About the Sustainable Markets Initiative**

The Sustainable Markets Initiative (SMI) is the world's go-to private sector organization for sustainable transition; characterized by our unique brand of 'private sector diplomacy'.

# Sustainable Markets Initiative



With the vision of our founder, His Majesty King Charles III, and our unique convening power, the SMI facilitates action between world leaders and CEOs to position sustainability at the heart of global value creation.

Together, we seek to mobilize the trillions of dollars required to achieve a sustainable future. Investment at this scale requires global systems-level change with a default sustainable orientation across markets, industries and supply chains.

Here, our mandates, the Terra Carta and Astra Carta provide practical private sector trajectories.

The SMI believes that with bold ambition and courageous leadership, we can seize a new era of global prosperity that will last for generations to come. We call this 'The Growth Story of Our Time'.

Read more: [www.sustainable-markets.org](http://www.sustainable-markets.org)