

DIESEL

FOR SUCCESSFUL LIVING

WINDOW DISPLAY

VIDUSHI
MAJA

INDUSTRIAL DESIGN II

In 1978 **Renzo Rosso** started Diesel with the intention of creating the world's most innovated denim. Amidst a worldwide oil crisis, during which diesel was considered to be an alternative fuel, Renzo liked the idea of his brand to be known as an alternative jeans brand, in contrast to the prevalent casual wear giants that had come before. Renzo intended to reach the entire world since the brand's very inception, making the word "diesel," an international term pronounced equally all over the world, the perfect name for his endeavor.

Since its start, Diesel has used "**For Successful Living**" as a slogan for the brand's DNA. Through a long and storied history of strong, ironic and playful campaigns, Diesel has become a leader in advertising as well as in fashion. Where the world zigged, Diesel zagged, and in the 35 years since its founding, the brand still embraces the same ethos.

Diesel has over 5,000 points of sale worldwide with over 400 monobrand stores, 37 of those in the US. Between 1978 and 2012, the company has produced more than 2,000 different washes of denim



BRAND IDENTITY

BOLD. SUBVERSIVE,
PROVOCATIVE.
ANTI-
ESTABLISHMENT.
CONTROVERSIAL.
PUNK ATTITUDE.
NEVER BLAND,
BORING
OR MIDDLE OF THE
ROAD.

DIESEL

DREAM

DISRUPTION

DEVIATION

DENIM



SMART
CRITIQUES.

STUPID
CREATES.

2010
CAMPAIGN
IN UK

BESTUPID DIESEL



DIESEL
JEANS WEAR

Number 10
IN A SURVEY OF BRANDS WHICH PEOPLE
WANT TO BE SUCCESSFUL LIVING
PEOPLE WANT TO OWN. HEALTH AND WEALTH.
PEOPLE WANT TO OWN. HEALTH AND WEALTH.
PEOPLE WANT TO OWN. HEALTH AND WEALTH.

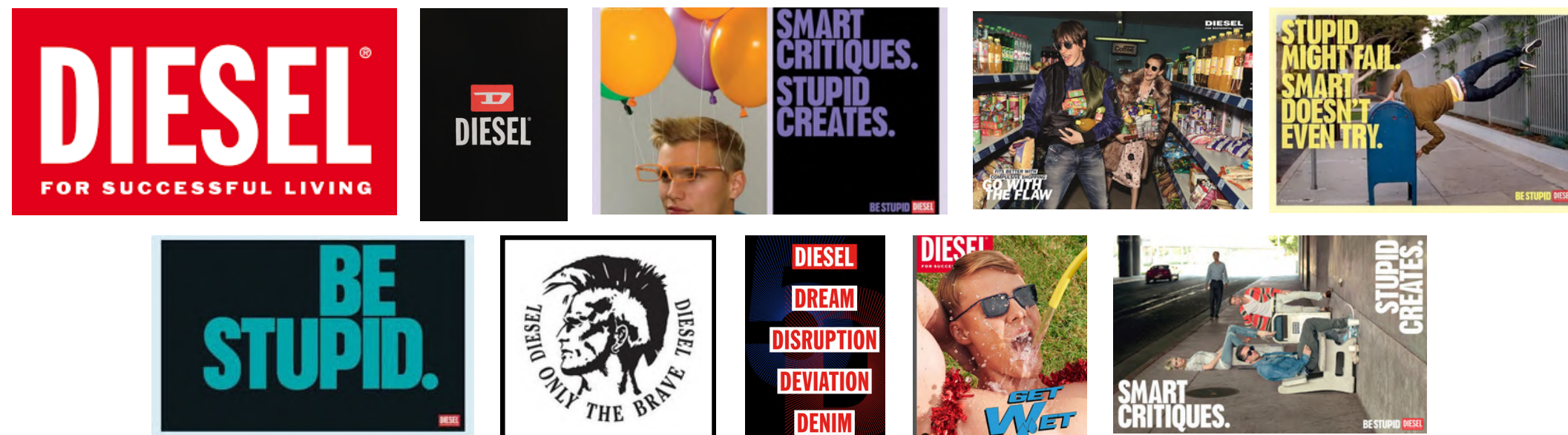
FINALLY IT ALL MAKES SENSE.
We welcome 1995. The year of good luck, great taste & friendship.

Diesel is a well-known fashion brand that was founded by **Renzo Rosso** in Italy in **1978**. Amidst a worldwide oil crisis, during which diesel was considered to be an alternative fuel, Renzo liked the idea of his brand being known as an alternative jeans brand, in contrast to the prevalent casual wear giants that had come before. Renzo intended to reach the entire world since the brand's very inception, making the word "diesel," an international term pronounced equally all over the world, the perfect name for his endeavor.

The brand initially gained recognition for its high-quality denim jeans, which were known for their innovative designs, durability, and edgy style. Diesel quickly expanded its product line to include a wide range of clothing, accessories, and fragrances for both men and women.

Diesel is often associated with its rebellious and unconventional marketing campaigns, which have helped to establish its reputation as a bold and daring brand. The company has also collaborated with various artists, designers, and musicians over the years to create unique and distinctive collections.

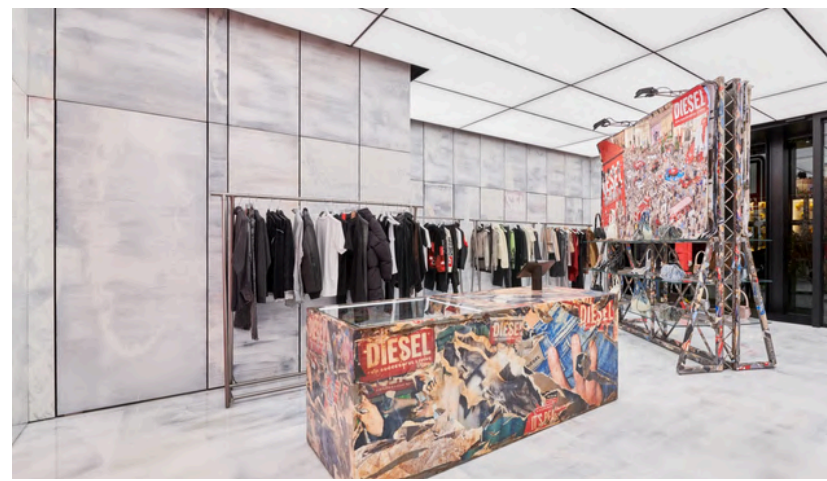
Throughout its history, Diesel has continued to evolve and adapt to changing fashion trends while maintaining its distinctive identity. The brand has a strong global presence, with stores and boutiques located in major cities around the world. Diesel's commitment to creativity, innovation, and individuality has made it a popular choice among fashion-forward consumers.



DIESEL PRODUCTS



DIESEL STORES



DIESEL WINDOW DISPLAYS



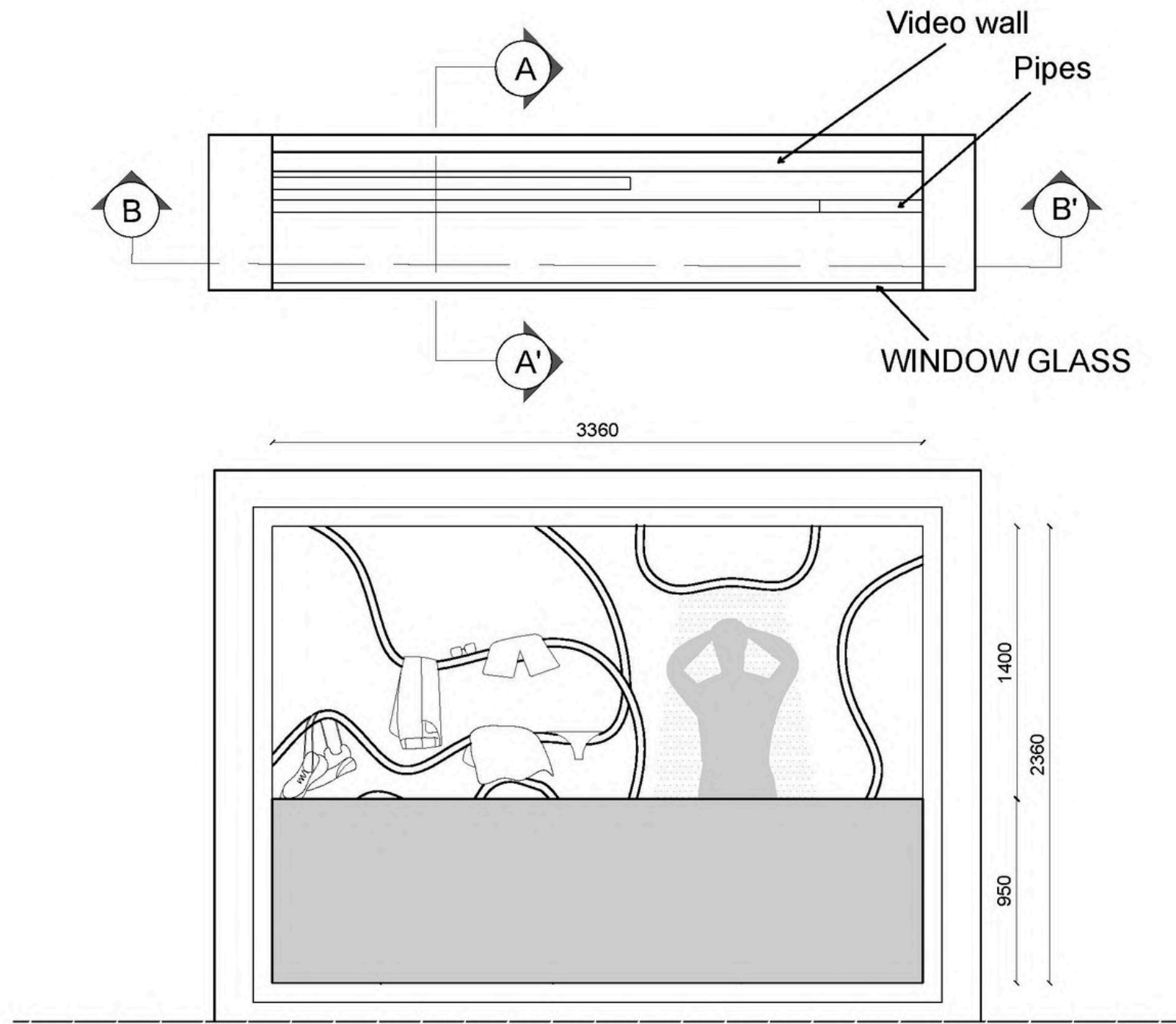
Our window display project for Diesel Fashion House seeks to capture the brand's rebellious and funky spirit while showcasing its collection. The main goal is, by following Diesel's iconic aesthetic, to create a dynamic and visually impactful display that will engage passersby and draw them into the world of the brand.

Special attention will be paid to the integration of the brand language, which strives to stand out with a unique and sometimes controversial message and a simple but provocative, rough, minimalist, futuristic, and street-style clothing design and its stores, into the window display design.

For a virtual window display project showcasing products from Diesel, we would leverage digital tools and technologies to blend the brand's urban sophistication with digital innovation. This online experience will provide viewers with a virtual journey into the world of Diesel fashion, highlighting products in a visually stunning and immersive digital environment.

INSPIRATION





ELEVATION OF WINDOW DISPLAY

V&M

INDUSTRIAL DESIGN II

Project:
Diesel window display

Client:
Diesel

Location:
Somewhere

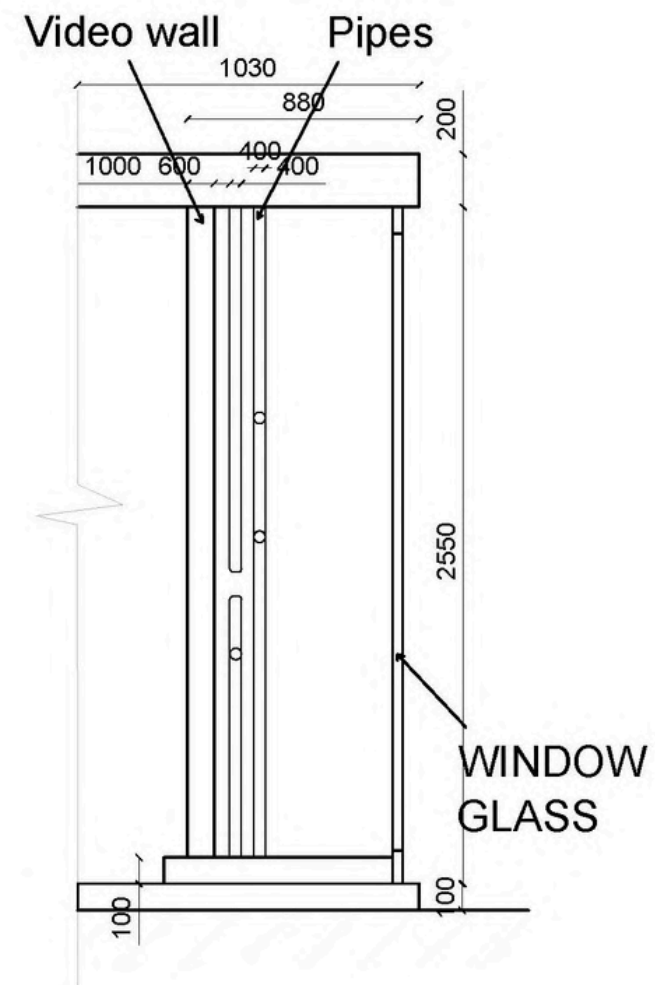
Interior designers:
Maja Matorić
Vidushi

Date: April 2024.

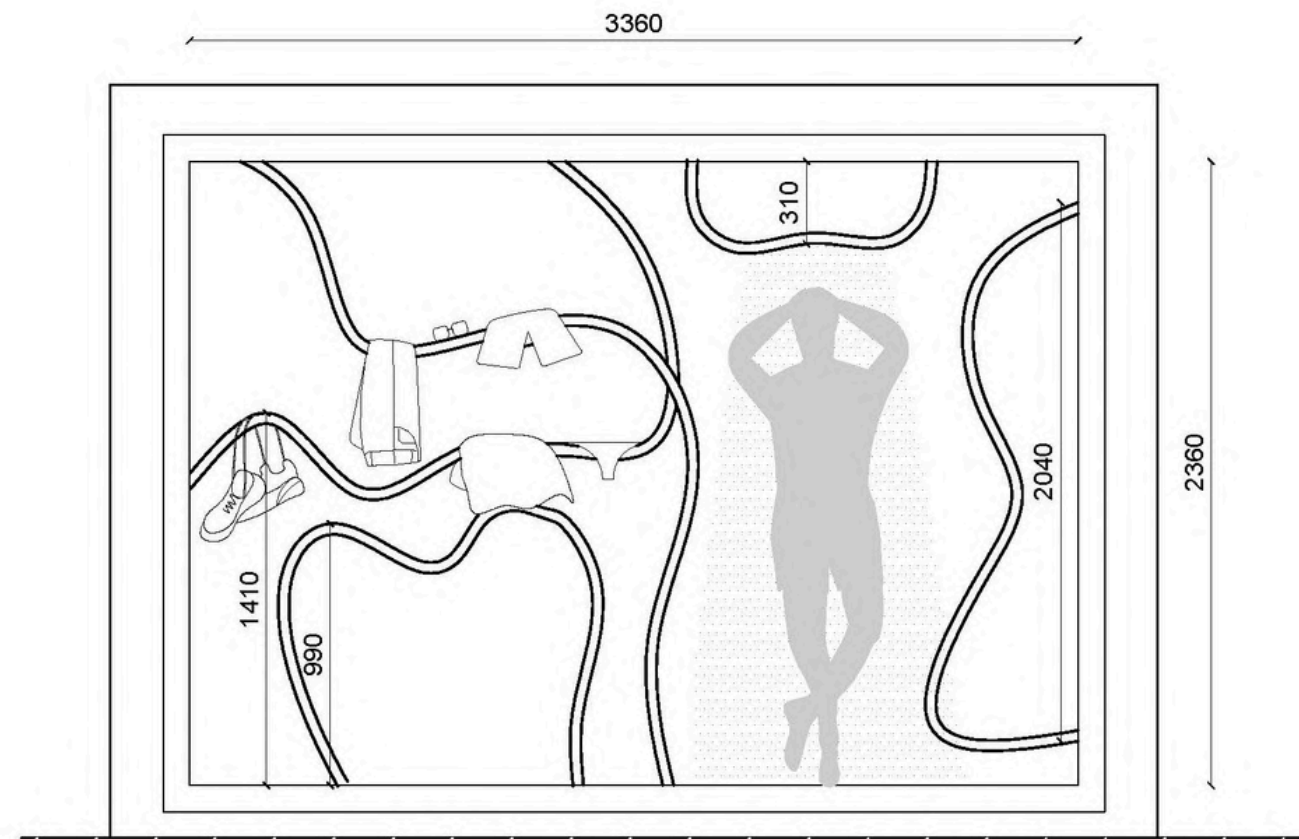
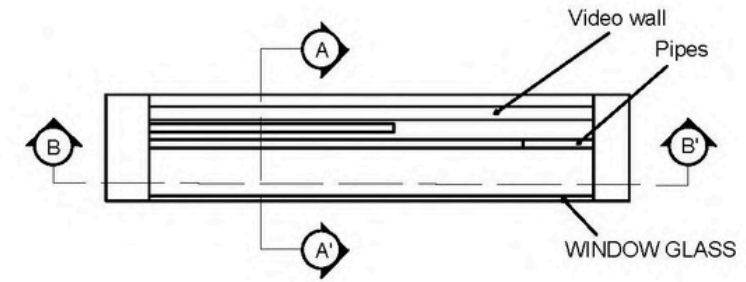
Sheet: 1 of 2
Scale: 1:25

Drawing title:
Floor Plan + Elevation

SECTION



SECTION A-A'



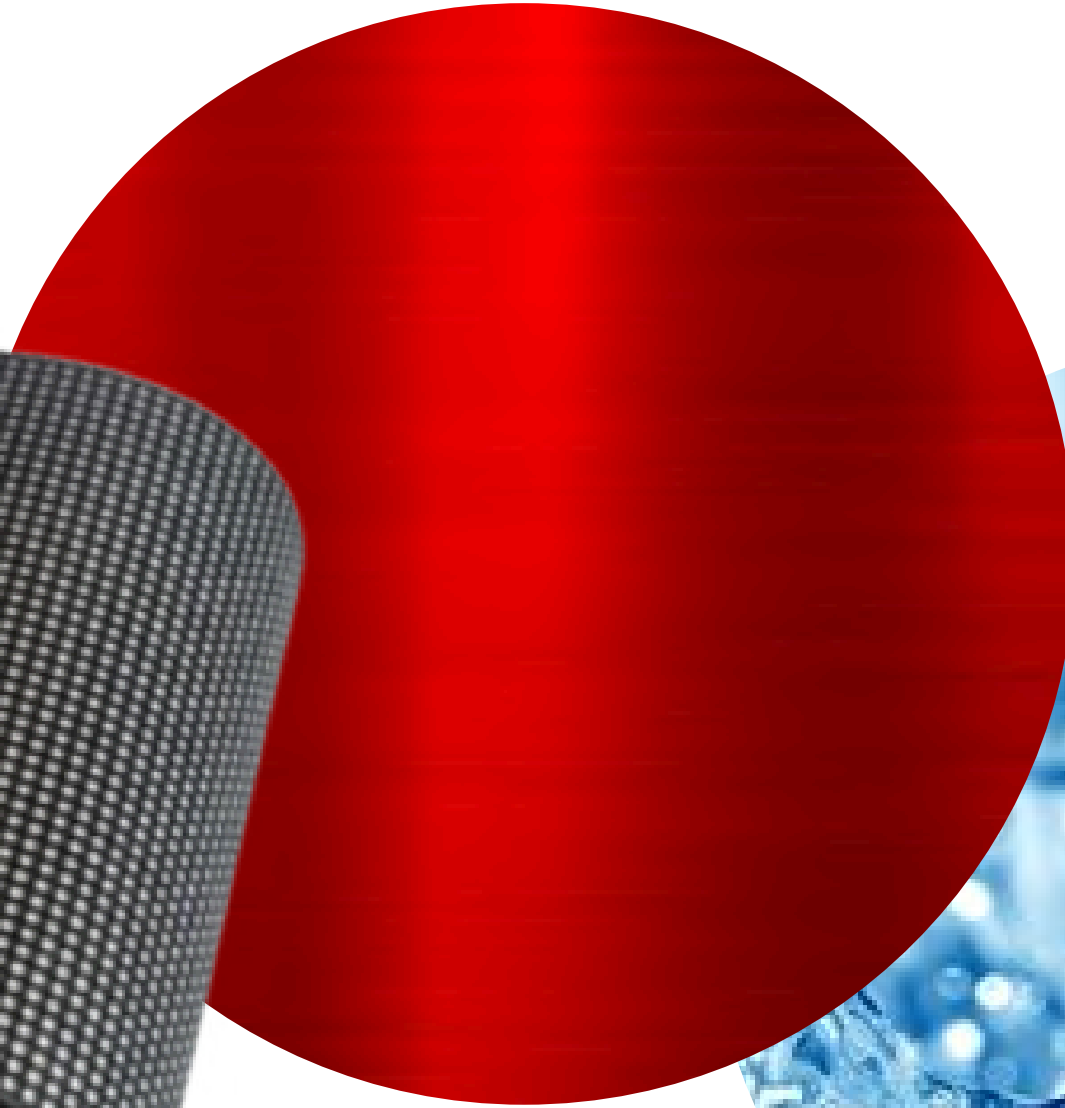
SECTION B-B'

MATERIAL BOARD

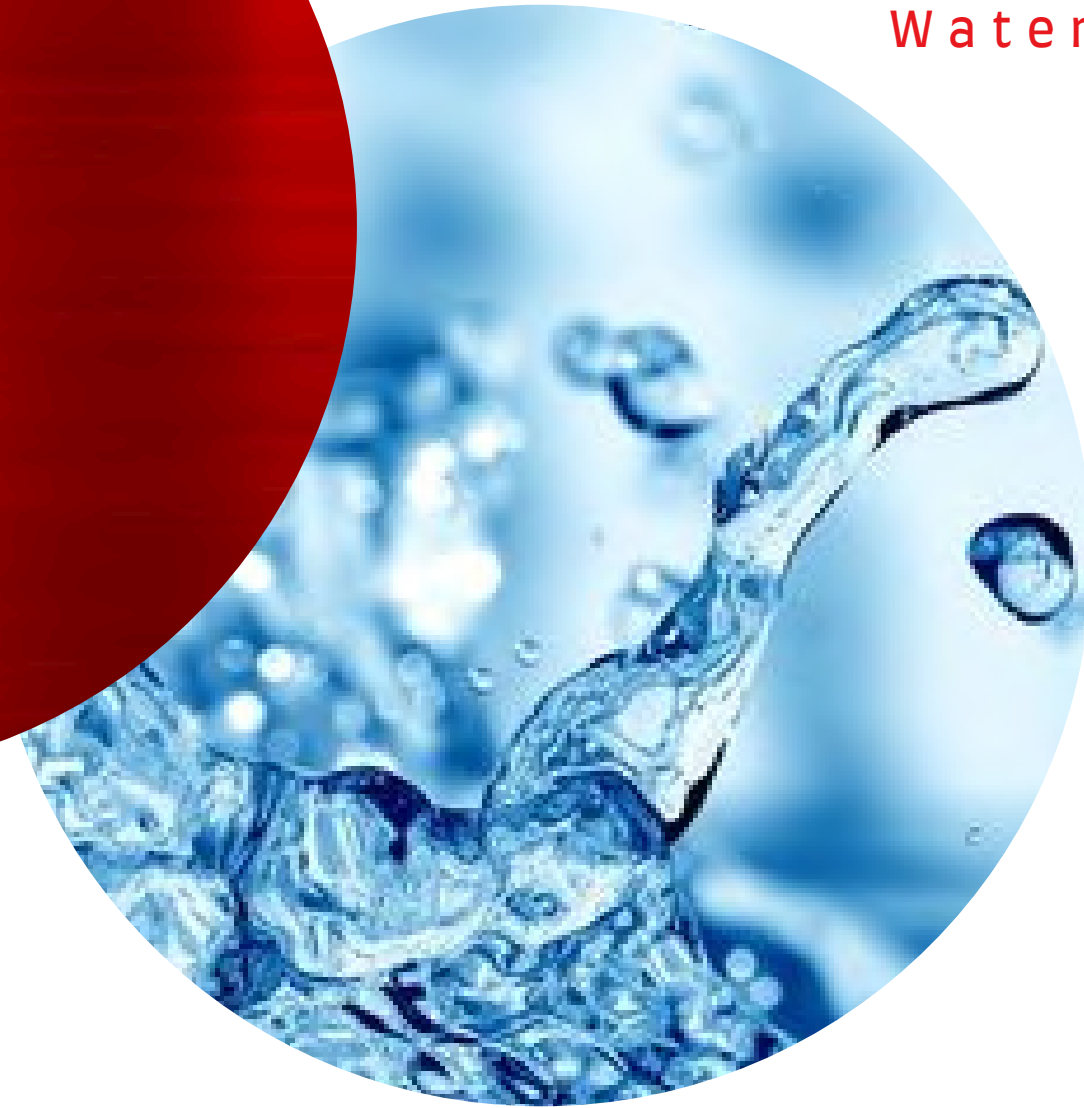
LED
displays



Stainless steel



Water



RENDER



RENDER



RENDER



THANK YOU