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Diesel: XXX Years of Diesel Communication

Diesel, Kevin Roberts
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Diesel, Kevin Roberts : Diesel: XXX Years of Diesel Communication before purchasing it in order to gage whether or not it would be worth my time, and all praised Diesel: XXX Years of Diesel Communication:

Diesel was one of the first fashion labels to break the classic rules of advertising and market itself with irony and humor. Its longtime slogan "For Successful Living" defined Diesels insouciant image as well as its ads, which parody conventional commercial messages. Published on the occasion of Diesel's thirtieth anniversary, this lavishly produced volume features the iconic photography and ads from this forward-thinking company, created by groundbreaking photographers such as Terry Richardson, David La Chapelle, and Ellen Von Unwerth, among others. Also included is a DVD containing television commercials and other innovative video materials from Diesel's advertising archive.

From the Inside Flap Diesel was one of the first fashion labels to break the classic rules of advertising with its

revolutionary marketing aim: to make people smile, and think, ask, and act. From the very beginning, the advertising campaigns were anomalous, given the fact that the product was absent--a subversive and indirect way of communicating the brand, born out of respect for a media-saturated public. Its slogan "For Successful Living" defined Diesel's insouciant image as well as its ads, which parody conventional commercial messages with humor and irony. In 2008, in keeping with its character of constant renewal, Diesel changed its logo, eliminated the slogan, and inaugurated a new direction, which emphasized its more rebellious and mysterious side. Published on the occasion of Diesel's thirtieth anniversary, this lavishly produced volume features the iconic photography of this forward-thinking fashion company, created by groundbreaking photographers such as Ellen Von Unwerth, Terry Richardson, David LaChapelle, Erwin Olaf, Pierre Winther, Mert Alas Marcus Pigott, and John Scarisbrick. Also included is a DVD containing television commercials, the holographic fashion show for Spring-Summer 2008 collection at Pitti Immagine Uomo, and other innovative video materials from Diesel's advertising archive. The text by Kevin Roberts, worldwide CEO of Saatchi Saatchi and the author of the blog and book Lovemarks, accompany the photographs and tell the compelling story of Diesel. It is sure to appeal to all those who create and love fashion and photography. About the Author Diesel is a designer clothing company that specialized in premium denim and fashion forward styles and accessories. It was founded by Renzo Rosso and Adriano Goldschmied in Milan in 1978 and has been owned and run solely by Renzo Rosso since 1985. Diesel opened its first flagship retail store in New York in 1996 and now has over twenty-five stores throughout North America.