

DIESEL

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DIESEL ANNOUNCES PARTNERSHIP WITH UFFIE FOR A LIMITED EDITION CAPSULE COLLECTION

With the release of her much anticipated debut album called "Sex Dreams and Denim Jeans", what else could pop sensation Uffie think about doing, but a worldwide partnership with denim supremo Diesel?

The album of the 22-year-old electro-pop artist (who made memorable appearance on Justice's debut album and at festivals like Pukkelpop, Coachella and Lollapalooza) is a futuristic electronic hip hop soundtrack (Pharrell Williams contributes to the first hit single "ADD SUV") laced with robotically catchy pop hooks.

It was released with a denim cover (completed with the signature Diesel jeans fly button) specially designed and produced by the Italian company, for which Uffie had already performed live at an event to celebrate the brand's 30th birthday anniversary, several years ago.

And to further celebrate this friendship, Uffie and Diesel will launch a jointly designed female capsule collection.

The 'DIESEL + Uffie' label will grace 12 exclusive pieces combining leather and denim with intriguing cuts and mixed materials. The denims will express Diesel's experience in the field of treatments with feminine rock details: dark blue satin turn-up and dedicated hardware applications customize for the occasion Hi-Vy, the skinny high-waist jeans and Debbie, the relaxed boy-friend option. To complete the look, Uffie's fans can choose among four sexy tops to be combined with the bravest biker leather jacket and an irresistible bi-coloured and appropriately named Night Warrior bag. But denim is never enough for Uffie and mixed with leather it is even sexier in the denim corset dress and jumpsuit with super slim fit where the leather inserts highlight shapes more than ever!

These collectable items will rock Diesel stores and selected contemporary stores worldwide beginning of November 2010 reaffirming Diesel's "stupid" love for music.