

DIESEL

PRESS REVIEW
DIESEL WYNWOOD

EXCLUSIVE

Diesel Sells Miami Apartments, Launches Condo T-shirt Campaign

● Dubbed “The Most Expensive T-shirts Ever,” each top shows a photo of one of the 143 apartments and comes with that location’s price tag.

BY LUISA ZARGANI

MILAN — Whimsical and at times controversial, Diesel’s ads and communication have broken ground over the years and, true to form, the Italian fashion company is pairing the sale of its first Diesel-designed apartments with a new campaign: “The Condo T-shirts: The Most Expensive T-shirts Ever.”

Each of the 143 tops comes with a printed graphic of an apartment at the Diesel Wynwood condo development in Miami and a price tag reflecting the unit. For example, the “D6-L7” T-shirt costs \$1.05 million, while the “F2-L7” shirt costs \$5.5 million. “If you buy one, you get a new home for free,” claims Diesel.

The campaign, by creative agency Small



and directed and photographed by Hernan Corera, launches today in Miami.

This is the most ambitious project for Diesel Living, the brand’s home and interiors division, which, as reported last year, has partnered with real estate group Bel-Invest.

“Diesel Living is embracing a more consistent and structured approach to the world of contracting, with this first project in Miami,” Diesel founder Renzo Rosso told WWD. “With its partners, Diesel Living’s strategy is to strengthen

the brand’s presence in the field of private and residential properties with unique collections addressed to the world of contracting, which today represents the most dynamic part of the market.”

Diesel Wynwood, which is certified by WELL, the leading tool for advancing health and well-being in buildings globally, includes a pool, a gym, a meditation room, a meeting space and an expansive, open-space lobby with an art gallery area, as well as a courtyard, designed by Diesel as a forest of tropical plants for residents.

Bringing light into living spaces, apartments feature gradient walls and discreetly reflective surfaces. There are 13 individually designed penthouse duplexes and maisonettes with private terraces. “Cosmic swirls of liquid marble cloak the lobby, halls and apartment bathrooms, rendering these interiors nearly hallucinogenic in their effect,” Diesel said.

Tropical greenery is juxtaposed with urban materials such as concrete, golden mesh, pipes and metal. Graffiti-etched cement walls are in sync with the murals

that define this artistic neighborhood.

Refracted light installations and infinite mirror reflections add a surreal and futuristic touch to the hallways and lounges.

The building, clad in black brick with minimalist wood screens and broad glass windows, and with a bold gradient finish on the structure, is designed by Zyscovich Architects and developed by Bel Invest Group, which lists offices in Miami, Berlin, Barcelona and Italy’s Vicenza, not far from Diesel’s headquarters. The group was founded by Italian-German entrepreneur Maximilian Beltrame.

Rosso already has a personal investment in Miami with the Pelican Hotel, an Art Deco building constructed in 1939, which the entrepreneur restored and opened in 1994 on the city’s South Beach strip. The hotel is being renovated.

Diesel Living has evolved from a textile collection launched in 2008 to a full-fledged interiors line, under the creative lead of Rosso’s son Andrea, and includes partnerships with leading firms: Moroso for furniture; Foscarini for lighting; Scavolini for kitchen and bathroom; Seletti for tableware; Berti for wooden flooring; Iris for ceramic tiles, and Mirabello Carrara for home linen.

Other Italian fashion brands have entered the residential design business, from Giorgio Armani to Fendi, Versace and Roberto Cavalli, to name a few.



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An image from the Diesel Condo T-shirts campaign courtesy image

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A terrace at the Diesel Wynwood building. courtesy image

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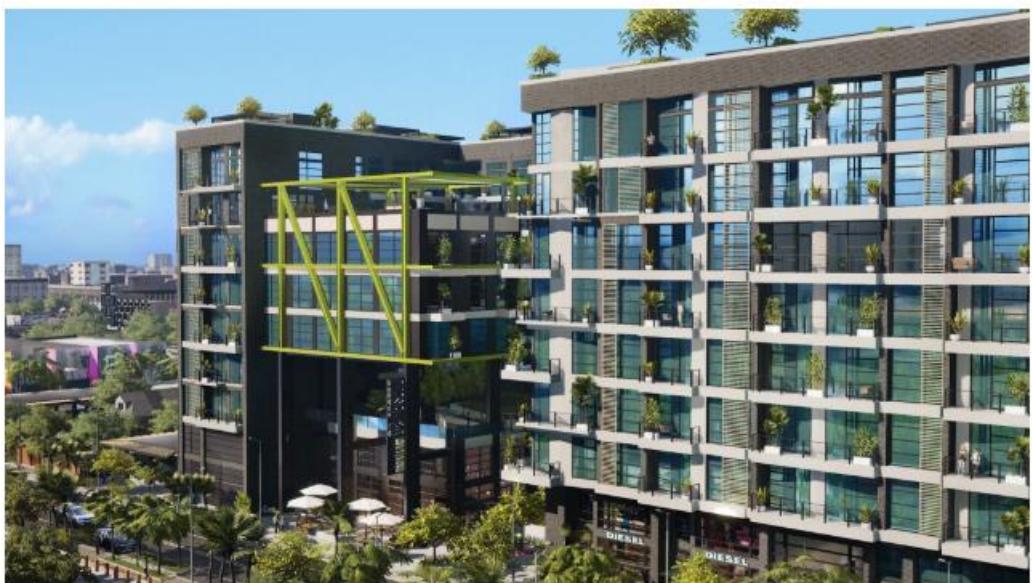
Tropical greenery is juxtaposed with urban materials such as concrete, golden mesh, pipes and metal. Graffiti-etched cement walls are in sync with the murals that define this artistic neighborhood.



A view of one of the apartments. courtesy image

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The Diesel Wynwood building courtesy image

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04.12.19

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DELLE COLLEZIONI S-S 2020

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UN RITRATTO DI RENZO ROSSO

Rosso: «Con Diesel nasce un nuovo lifestyle»

Il patron del gruppo Otb-Only the brave ha svelato a Miami il primo progetto contract del marchio, arredando 143 dimore nell'area di Wynwood. Tra le prossime tappe ci saranno Cina e Medio Oriente. «Sono molto contento, abbiamo numeri belli nel 2019 e siamo ben performanti», ha detto a MFF l'imprenditore

Diesel si lancia nel mondo contract e lo fa alla sua maniera. Con una partnership forte, una location d'avanguardia e una campagna fuori dagli schemi. A partire da oggi, e in concomitanza con l'edizione 2019 di Design Miami, inizieranno le prevendite di 143 appartamenti distribuiti su sette piani a Wynwood, uno

dei quartieri più dinamici della città della Florida. Progetto annunciato lo scorso novembre 2018 e realizzato in collaborazione con il gruppo Bel-invest. E così l'etichetta ammiraglia di Otb-Only the brave ha deciso di dare una sferzata alla sua Diesel Living, realtà lanciata nel 2008 con i tessili della casa e che oggi, con un team creativo guidato da Andrea Rosso,

ha puntato l'obiettivo su un comparto in continua espansione. Per Renzo Rosso, presidente di Otb, intervistato da MFF: «Questo è un progetto iniziato molti anni fa con il concetto del living».

Ora però si è fatto un passo in avanti?
Sì, prima però abbiamo messo assieme il best in

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class italiano per la casa: **Moroso** per l'arredamento, **Foscarini** per l'illuminazione, **Scavolini** per cucina e bagno, **Seletti** per accessori per la casa, **Berti** per pavimenti in legno, Iris per piastrelle in ceramica e **Mirabello Carrara** per il tessile. Una volta fatto questo abbiamo iniziato a presentare la nostra idea per il contract.

Dove?

Abbiamo partecipato al Salone del Mobile di Milano e a fiere specializzate come quelle di Shanghai, Colonia, Parigi e Dubai.

E così è arrivata Miami...

Questo di Wynwood a Miami è il primo progetto e mi piace moltissimo perché è molto in linea con il nuovo concetto di lifestyle di **Diesel**, ma soprattutto perché come primo progetto è grande, 143 ap-

partamenti, ed è in uno dei migliori posti possibili per noi.

Cosa significa in linea con il nuovo concetto di lifestyle di Diesel?

Oggi la casa è un posto dove si trascorre molto più tempo che in passato, è per questo che diventa anche un simbolo, perché è un'espressione del tuo lifestyle: 'Io sono quello che ti faccio vedere'. Ma non solo, perché oggi i manager cambiano casa più spesso e la usano per lavorare, anche noi in Diesel spingiamo in questa direzione. Il mondo è fatto di gente che corre veloce e Diesel living li rappresenta.

Non c'è il rischio che questo genere di progetti finisca con una serie di appartamenti un po' tutti uguali?

Non nel nostro caso, perché è tutto estremamente personalizzabile, non c'è nulla



A sinistra, sopra e sotto, due rendering delle residenze vestite Diesel a Miami. A destra, la campagna di lancio del progetto

di seriale, anzi, in azienda abbiamo uno staff di architetti dedicati proprio a questo.

Per la campagna vendita?

È uno degli aspetti che amo di più, perché noi chiediamo ai clienti di venire da noi, di comprarsi una T-shirt e poi noi gli regaliamo una casa. Abbiamo creato una maglietta esclusiva per ogni appartamento, con il proprio layout e il numero identificativo, che ovviamente avrà solo a chi firma il contratto. A esempio c'è la maglietta D6-L7 che ha un prezzo di 1.049.000 di dollari, o la F2-L7 che invece costa 5.500.000 di dollari.

E dove devono venire per comprarsi la T-shirt?

Abbiamo creato uno special space a Wynwood.

Avete già altri progetti in cantiere?

Ci sono già dei contatti avviati negli Stati Uniti, in Medio oriente e in Cina, con quest'ultima che potrebbe essere il prossimo a concretizzarsi.

Che giro d'affari avete e prevedete di realizzare nel contract?

Ovviamente siamo agli inizi, nel 2020 pensiamo di raccogliere circa 40 milioni di euro, però posso dire che potenzialmente sono contratti che possono arrivare a stravolgere conti di un'azienda. Oltre tutto, se visto in prospettiva, il mondo si sta orientando in questa direzione. Bene, noi ci siamo e abbiamo uno dei concetti più moderni.

E invece il 2019 di Otb? Com'è andato?

Sono molto contento, abbiamo numeri belli, e soprattutto stiamo ben performando in un anno particolare. Poi arriviamo da una bella ristrutturazione, in particolare con Diesel. Non vedo l'ora di uscire con la pubblicazione dati per far vedere quanto lavoro di qualità abbiamo fatto. (riproduzione riservata)

Fabio Gibellino



Un ritratto di Renzo Rosso in uno degli appartamenti realizzati da Diesel



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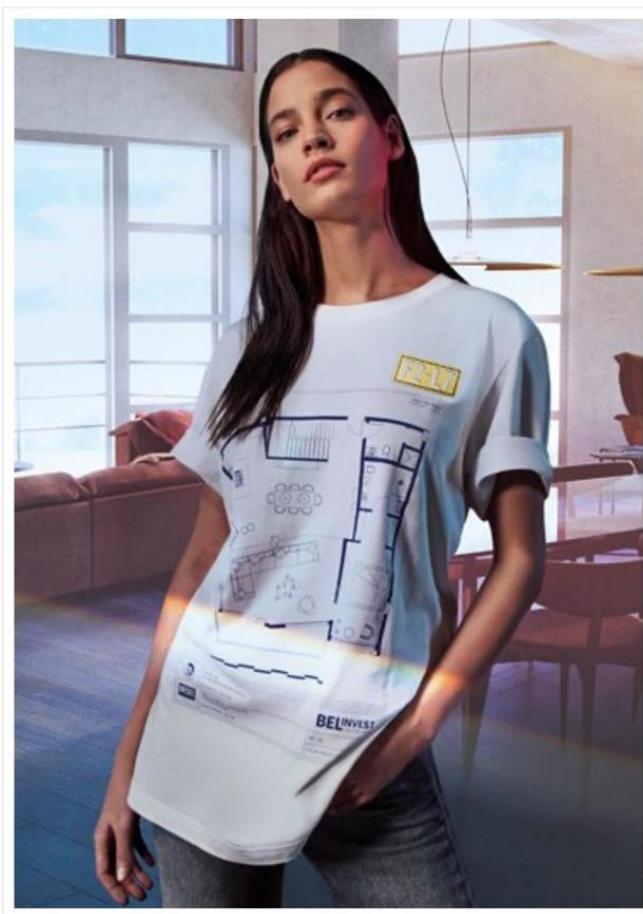
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Un'immagine di campagna Diesel Lifestyle

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Moda e design a Miami

Dal progetto di Fendi che omaggia il Palazzo della Civiltà a Roma al sofà firmato Balenciaga fino alla mostra di Versace, l'arredo si allea al mondo del lusso per la 15^a edizione della kermesse. «I marchi fashion desiderano attingere all'arredo luxury, che vale 113 miliardi di dollari», ha detto a MFF la ceo Jennifer Roberts

I mondo dell'arredamento d'autore è pronto a inaugurare, a partire da stasera, la 15^a edizione di Design Miami, che fino al 9 dicembre raduna, per la prima volta all'interno del nuovissimo Pride park 34 gallerie specializzate dando spazio anche a presentazioni, mostre e collaborazioni creative. Tra i settori più coinvolti dal mondo dell'interior c'è la moda, quest'anno con una presenza capillare in fiera e nel quartiere artistico della città. Molti protagonisti in mostra hanno abbracciato il tema curatoriale

«Elements: Water», e il mondo del lusso non si è tirato indietro. A cominciare dal poliedrico designer Virgil Abloh, presente all'evento con la sua collezione di mobili Aqua alta, presentata da Carpenters workshop gallery, ispirata ai picchi di marea che influenzano Venezia e la sua vita. Sempre Abloh ha collaborato con Evian per One drop can make a rainbow in veste di creative advisor for sustainable innovation design, traendo ispirazione dall'arcobaleno. Inoltre, il direttore creativo dell'uomo di Louis

Vuitton e del brand Off-white mette in mostra, nel Design district, una scultura inedita di un'insegna Sunoco (azienda petrolifera statunitense, *n.d.r.*) che affonda, intitolata Dollar a gallon. «Sempre più spesso i confini tra moda, arte e design si confondono», ha spiegato a MFF Jennifer Roberts, ceo della fiera, «e i creativi sembrano abbracciare le sfide che le opportunità offrono, scoprendo nuovi mezzi e sbocchi per il loro lavoro». In questa scia Harry Nuriev, fondatore

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di Crosby studio, ha ideato Balenciaga sofa, una seduta realizzata in collaborazione con la maison del gruppo Kering per sensibilizzare il tema della sostenibilità attraverso mobili da collezione prodotti con abiti inutilizzati. Il materiale trasparente che lo riveste racchiude pezzi danneggiati o invendibili e ritagli di vecchi stock. Tra le presenze fashion più assidue a Design Miami/ c'è sicuramente Fendi, che non manca dal 2008 e torna quest'anno all'appuntamento in Florida insieme allo studio di design Kueng Caputo. Per l'occasione la maison ha chiesto a

Louis Caputo e **Sarah Kueng** di ideare una collezione di dieci pezzi destinati a decorare il colonnato esterno del suo headquarter romano, il Palazzo della Civiltà italiana. Il risultato è la collezione Roman molds, che cattura la tensione tra l'artigianato tradizionale e l'innovazione del Made in Italy firmato Fendi. È invece un'installazione tessile il fulcro del progetto della **Loewe foundation**, che presenta, in concomitanza con **Art Basel Miami beach** (evento in scena dal 5 al 9 dicembre) la quinta mostra della serie «Chance encounters», quest'anno affidata all'artista inglese **Hilary Lloyd** che dà vita a un'installazione di tessuto, suoni e video capace di aprire un dialogo con il monumentale granaio portoghesi risalente al XVIII secolo ospitato nello store di **Loewe**. Qui saranno presenti anche grandi sculture in ceramica create da **Ewen Henderson**. La grandeur è di casa anche da **Thom Browne**, che presenta la sua prima opera su



Da sinistra la collezione Roman molds di Fendi, Palm tree I firmato Thom Browne, Balenciaga sofa (in alto), Miu Miu M/marble stool e Swell wave shelf per Louis Vuitton presentati a Miami

larga scala il 5 dicembre al The moore building. *Palm tree I* è una palma alta oltre sei metri realizzata in differenti tessuti simbolici della maison, come il seersucker, e che evoca la palette di un'estate americana. «Il consumatore di moda è sempre più anche un consumatore di design», ha precisato **Jennifer Roberts**, «inoltre, il segmento di lusso del mercato dei mobili e degli articoli per la casa vale oggi 113 miliardi di dollari (pari a circa 102 miliardi di euro), e i marchi fashion sono disiderosi di attingere a questo segmento in crescita». Un altro ritorno noto in fiero è quello di **Louis Vuitton**, che a Miami arriva con **Andrew Kudless**, designer statunitense scelto come nuovo autore per la collezione Object nomades e che qui mostra in anteprima Swell wave shelf, un oggetto composto da mensole di rovere che ricordano le rocce erose dal tempo, unite tra loro da preziosi cinturini in pelle. In occasione di Design Miami/ la

griffe presenta anche una mostra dedicata al proprio savoir-faire, visitabile da oggi all'8 dicembre al Paradise plaza, nel Miami district. È invece un debutto quello di **Diesel** a Miami. Insieme al gruppo immobiliare **Bel invest group**, il brand di **Renzo Rosso** è entrato nel mondo del real estate con il primo edificio residenziale situato nel quartiere di Wynwood, proprio la zona dove il 5 dicembre sarà inaugurato il Museum of graffiti, prima istituzione del suo genere. «Questo è il movimento artistico culturalmente più significativo della seconda metà del XX secolo», ha spiegato il curatore **Alan Ket**. In quest'area della città oggi verrà svelato il progetto in cui si condensa tutta l'essenza di Diesel, ovvero un edificio certificato Well, arricchito da una serie di aree in comune e progettato da **Zyscovich architects** in un delicato equilibrio tra natura e metropoli. Una metropoli che più di tutte porta con sé i colori dei

tropicali. In occasione di Art Basel Miami **Versace** presenta la mostra «South beach stories», realizzata in collaborazione con la designer **Sasha Bikoff** e che prende in prestito il nome dal libro pubblicato dalla famiglia Versace nel 1993. L'installazione è decorata con le foto d'archivio di **Doug Ordway**. In occasione della mostra, che idealmente festeggia anche il compleanno di **Gianni Versace**, nato il 2 dicembre, Bikoff ha anche realizzato alcuni pezzi d'arredo ispirati ai look iconici della casa della Medusa. Inoltre, la boutique al Design district ospita tre delle installazioni progettate dalla Bikoff al Fuorisalone 2019, insieme a un'opera inedita di **Andy Dixon**, anch'egli presente con un suo lavoro a Palazzo Versace a Milano lo scorso aprile. E così si ricrea un fil rouge tra Miami e il capoluogo lombardo. Un filo rosso teso anche da **Miu Miu**, che presenta il suo M/marbles stool, un'evoluzione della Miu Miu

matching colorstool presentata all'ultimo Fuorisalone di Milano e disegnata da **M/M Paris**. Lo sgabello questa volta è stato realizzato in noce e legno di palma a omaggiare la città della Florida e i suoi grandi boulevard. Tra gli highlights in città, domani alle 21 **Gucci** ospiterà al The Melin building, assieme a **Snapchat**, un evento durante il quale verrà proiettata la prima di **Duck duck**, cortometraggio di **Harmony Korine**, realizzato con la tecnologia 3D. Sempre domani, **Valentino** presenta la collaborazione con l'artista americano **Emilio Villalba**, che ha creato una limited edition di dieci borse Valentino Garavani Vsling dipinte a mano, personalizzate con disegni astratti di occhi e bocche fluttuanti. Lo store di Valentino per l'occasione presenta uno speciale allestimento ispirato alle opere dell'artista di San Francisco. Partnership d'eccellenza anche in casa **Berluti**. **Kris Van Assche**, direttore artistico del brand e **François Laffanour** della **Galerie downtown** presentano una serie limitata di 17 pezzi originali di **Pierre Jeanneret**, creati dall'architetto svizzero negli anni 50, poi restaurati da Laffanour e ora rivestiti dall'iconica pelle Venezia di Berluti. (riproduzione riservata)

Cristina Cimato e Margherita Malagutti



Moda e design a Miami

Dal progetto di Fendi che omaggia il Palazzo della Civiltà a Roma al sofà firmato Balenciaga fino alla mostra di Versace, l'arredo si allea al mondo del lusso per la 15^a edizione della kermesse. «I marchi fashion desiderano attingere all'arredo luxury, che vale 113 miliardi di dollari», ha detto a MFF la ceo Jennifer Roberts



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VOGUE



FASHION

Diesel: la T-Shirt più cara del mondo vale una casa

DI ELENA BARA

3 DICEMBRE 2019

Compra la T-Shirt "F1-L6" per 1.599.000 \$ e ottieni un appartamento gratis nel nuovo edificio residenziale

Diesel Wynwood a Miami



È firmata Diesel ed è la T-shirt più cara del mondo. Ma con l'acquisto, in omaggio si ottiene anche un favoloso appartamento a Wynwood. Una provocazione? Niente affatto: il marchio made in Italy, infatti, aveva annunciato a novembre 2018 che, insieme al gruppo immobiliare Bel-Invest, sarebbe entrata nel mondo dell'immobiliare con il primo edificio residenziale Diesel, situato a Miami, in Florida. E così è stato.

Diesel Wynwood è il piú grande ed ambizioso progetto mai concepito da **Diesel Living**: una residenza moderna dove il panorama artistico e post-industriale della zona circostante si fonde con la vicinanza della natura – l'essenza di Diesel, concepita per la prima volta come uno spettacolare e lussuoso spazio di comfort e di design all'avanguardia.

L'annuncio relativo a questo importante progetto è stato comunicato secondo lo stile che contraddistingue Diesel, attraverso una campagna geniale realizzata dall'agenzia **SMALL** e diretta e fotografata da **Hernan Corera**. Il claim? **Compra la T-Shirt "F1-L6" per 1.599.000\$ e ottieni un appartamento gratis!**

Eh già, con l'acquisto di una delle 143 T-shirt disponibili si ottiene una nuova casa gratuitamente. Il prezzo, però, è variabile: la T-shirt "D6-L7", ad esempio, arriva a costare 1.049.000\$. La T-shirt "F2-L7" ha un prezzo di 5.500.000\$. Prima di decidere, è possibile dare una sbirciatina per vedere come saranno gli appartamenti. **Insomma, le vendite sono già aperte, che cosa state aspettando?**



DIESEL'S EXORBITANTLY PRICED T-SHIRTS COME WITH 'FREE' APARTMENTS

The fashion brand is supporting its move into real estate with an apparel-led campaign



Diesel, the Italian fashion brand, seems to have gone berserk with its pricing. The retailer has debuted a new line of t-shirts, with prices ranging from the hundreds of thousands to as much as \$5.5 million. But with each, the brand is also throwing in a new condo, for "free."

This is all actually apart of a campaign for the company's new business venture: it's moving into the real estate world with a Diesel-branded condo building in Miami, Florida.

The 143-apartment Diesel Wynwood development is a partnership with real estate company Bel-Invest, and to promote the new homes, the company has employed yet another out-of-the-box strategy by asking people to buy "the most expensive t-shirts in the world."

The tees are decorated with floor plans of the apartments that buyers will "receive" with purchase, but a disclaimer in small print below spells the joke out for those who might take it a little too seriously.

Press, OOH and online ads featuring the idea were created for Diesel by New York startup agency Small, the agency that also conceived the fashion brand's recent "[transparent](#)" luggage tie-up with Samsonite. With Diesel, "we wanted to create a real estate campaign that was different from all the other real estate campaigns that are around," said Founders Luca Lorenzini and Luca Pannese said in a statement. "And this is how 'the condo t-shirts' was born. With this campaign, Diesel, once again, decides to challenge conformity to create something totally unexpected."

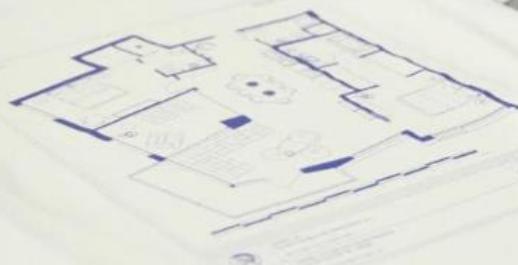
DIESEL®
WYNWOOD
CONDOMINIUM

T-SHIRT A1-L7
\$ 449,000.00

BUY IT AND GET
APARTMENT A1-L7
FOR FREE

0:00 / 0:12

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BELINVEST

0:00 / 0:24

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VANITY FAIR

La T-shirt più costosa mai esistita è firmata Diesel



Il brand italiano si butta nel mercato immobiliare e lo fa sottolineando il legame con l'abbigliamento. Acquistando una T-shirt Diesel x Wynwood, la casa a Miami è... in regalo

Per comprare questa maglietta ci vuole un salvadanaio bello grande. È firmata Diesel ed è la T-shirt più cara di sempre e non tanto perché da domani 4 dicembre in vendita se ne troveranno solo 143 ma perché con il capo si porta a casa anche un appartamento a Miami «for free».

Si tratta dell'ultima campagna fuori dall'ordinario pensata dal brand italiano per lanciare il Diesel Wynwood Condominium di Miami. La multinazionale italiana con sede a Breganze aveva annunciato già un anno fa il suo ingresso nel mercato immobiliare in partnership con il gruppo Bel-Invest in occasione del decimo anniversario della linea di arredamento Diesel Living.

Ora, stampata su cotone, si può vedere la planimetria degli appartamenti «loft-style» progettati da **Zyschovich Architects** e situati in una zona della metropoli americana contraddistinta dalla vivacità artistica immersa in uno scenario post-industriale circondato dal verde. Non a caso la campagna diretta e fotografata da Hernan Corera è stata presentata oggi nel corso del Miami Art Basel.

L'operazione Diesel x Wynwood vuole sottolineare comunque il legame tra il brand e l'abbigliamento: ciò che si acquista è la maglietta, la casa è in regalo. Il prezzo di una «Condo t-shirt» oscilla dai 370mila agli oltre 5milioni di dollari: il modello "A1-L7" viene poco più di 400mila euro mentre per la "D6-L7" serve meno di 1 milione di euro. Non sarà per tutte le tasche ma non si può certo dire che questa tipologia di compravendita non sia originale. Quando una t-shirt diventa, in maniera piuttosto irruale, il passo precedente la consegna delle chiavi di casa.

diesel  Wynwood, Miami, Florida [Visualizza profilo](#)



[Visualizza altri contenuti su Instagram](#)

143 one of a kind t-shirts. Buy one of them and get an apartment in the most uniquely designed building of Miami... FOR FREE*. #dieselwynwood #condotshirts *Check the link in bio for details

For the first time ever, together with the real estate group Bel-Invest, Diesel and @dieselliving entered the world of real estate with the first residential Diesel building, located in Miami's Wynwood district.

mostra tutti e 20 i commenti

Miami Herald

Diesel releases most expensive T-shirts ever made

BY RENE RODRIGUEZ
rrodriguez@miamiherald.com

Developers of high-end luxury condos come up with all kinds of gimmicks to set themselves apart from their well-heeled competitors: a private Alicia Keys concert, dinner with Andrea Bocelli — even a free Aston Martin Vulcan racer worth more than \$2 million.

For its first residential development, the Italian clothing giant Diesel has come up with a marketing strategy that stays true to its fashionista roots.

The company has unveiled a new series of 143

T-shirts priced from \$370,000 to \$5.5 million. The shirts are made out of ordinary white cotton, not molten gold, and are not adorned with diamonds or jewels of any kind.

Instead, each T-shirt bears the floor plan of a unit at the Diesel Wynwood Condominium, which opens its sales gallery at 148 NW 28th St. in Wynwood on Wednesday. Buy the T-shirt, get the corresponding condo.

Plunk down \$1,049,000 for the D6-L7 shirt and you'll also get a 1,900-square-foot one-bedroom, 2 1/2 bath unit with a den. Live large and splurge \$5.5 million on the F2-L7 shirt

and you'll get a 2,376-square-foot one-bedroom, 1 1/2 bath penthouse with your purchase.

The Diesel Wynwood will be designed by Zyscovich Architects and is a joint venture with the Italy-based Bel Invest Group development firm, which has various other projects ongoing in Wynwood. Construction on the building is scheduled to begin in April 2020.

Diesel still recommends you wash your snazzy new garment in cold water and set your dryer to low heat, because all cotton T-shirts are prone to shrinkage, even the ones that cost \$5 million.



Diesel

Diesel has released a series of the most expensive white cotton T-shirts ever made. They come with a corresponding condo at Diesel's new luxury building in Wynwood. The 143 T-shirts are priced from \$370,000 to \$5.5 million.

@RodriguezRene

Rene Rodriguez:
305-376-3611,

Miami Herald

These new Diesel cotton T-shirts cost \$5 million — but come with a big bonus.



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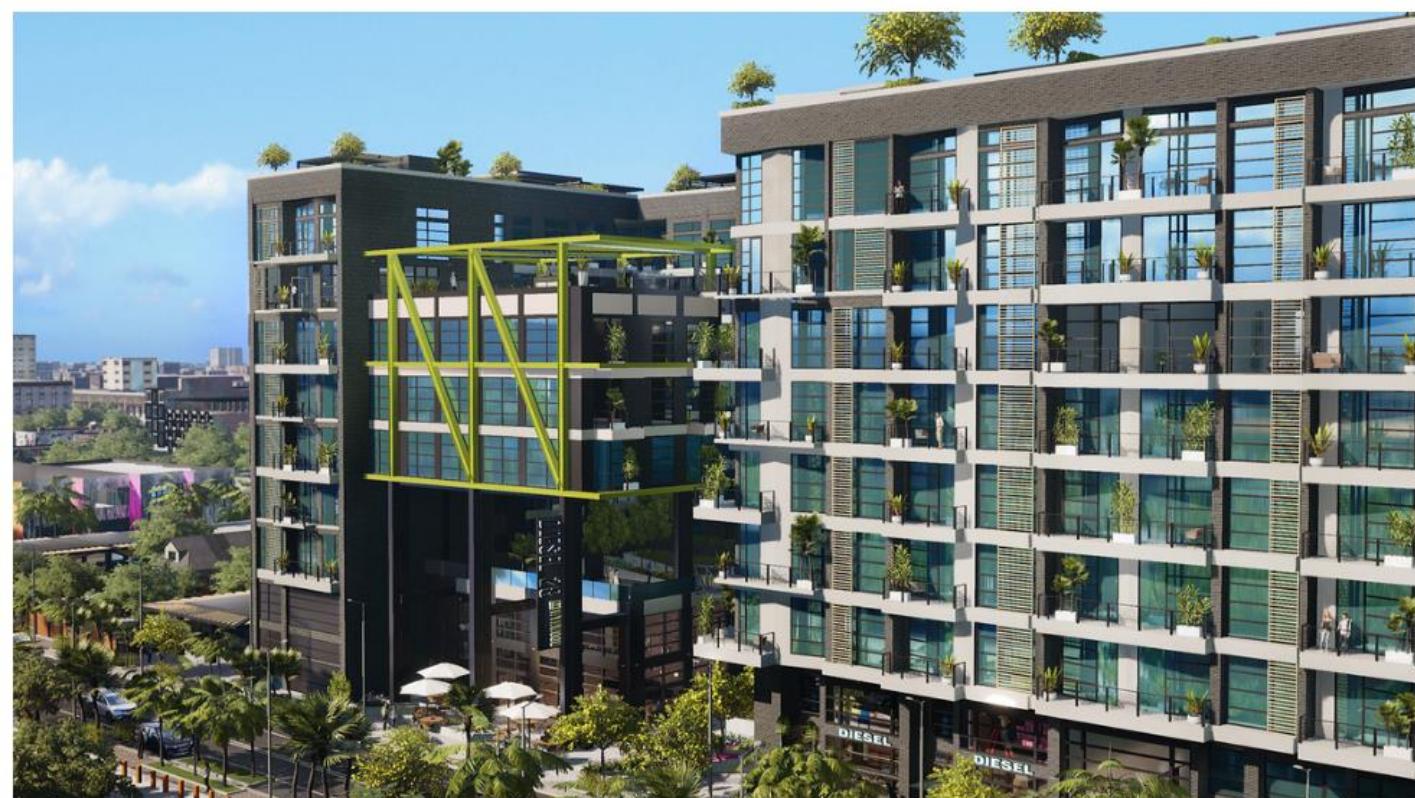
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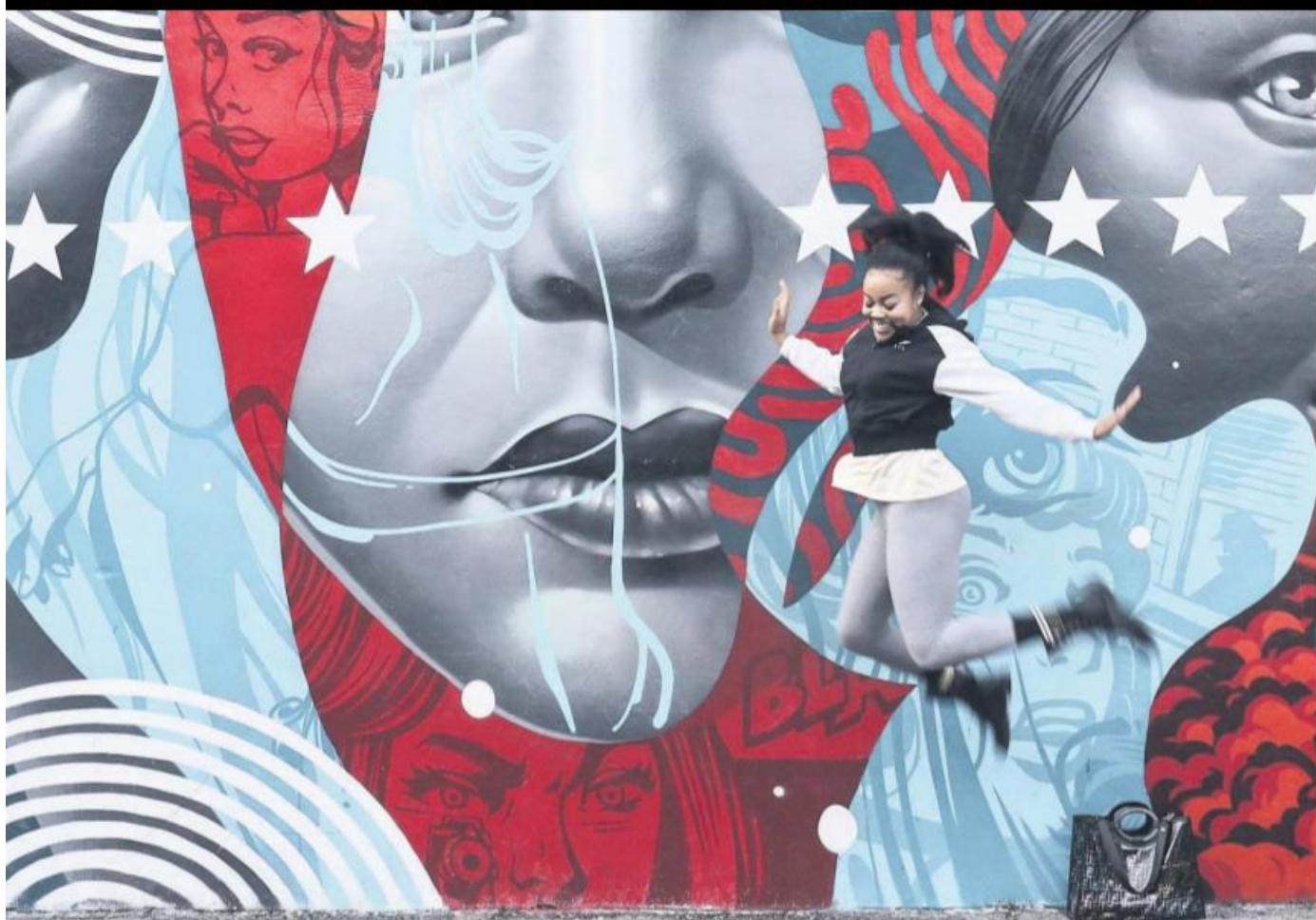
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Architectural rendering of the eight-story Diesel Wynwood luxury condo tower to be built at 115-167 NW 28th St. Prices range from \$370,000 to \$5.5 million. **ZYSCOVICH ARCHITECTS**

BUSINESS MONDAY



THE WYNWOOD WALLS AT 10

The famed outdoor museum has helped spur development in the red-hot neighborhood.

The world-famous Wynwood Walls are turning 10 HERE'S HOW THEY'VE CHANGED MIAMI

BY RENE RODRIGUEZ
rrodriguez@miamiherald.com

The way Jessica Goldman Srebnick tells it, her father, Tony Goldman, stood at Northwest Second Avenue and 25th Street sometime circa 2007 — back when Wynwood was still primarily an industrial warehouse district, a haven for graffiti artists and small galleries, and a place where large chunks of real estate could be scooped up cheap — and he saw the future.

"I could see my dad's thought process as he stood there and said, 'This is going to be the spine,'" Srebnick said. "Every neighborhood needs a town center. Growing up as the daughter of a visionary thinker, I have seen the progression of neighborhoods over my entire lifetime. And the creation of the Wynwood Walls turned out to be the heartbeat of this neighborhood."

Goldman, who died in 2012, was a developer and preservationist who specialized in spotting bright potential in blighted neighborhoods. Through his company Goldman Properties, he transformed New York's SoHo district and South Beach from rundown, grimy areas into red-hot residential neighborhoods with an artistic soul.

Today Srebnick, CEO of Goldman Properties, one of the largest land owners in Wynwood, continues her father's mission. In the decade since Wynwood Walls opened its gates in December 2009 at 2520 NW Second Ave., the 70,000-square-foot outdoor gallery of gigantic murals of curated street art has become one of the most iconic public museums (and biggest Instagram magnets) in the world.

The property also houses three indoor galleries, including two operated by Goldman Global Arts, the curating arm of Goldman Properties: A 3,400 square-foot at the back of the Walls that opened during Basel 2016 and a 1,500 square-foot space that opened in 2018.



Shoppers crowd the Wynwood Walls Shop on November 25, 2019. The shop recently expanded into a 2,700 square-foot location to help generate revenue for the Walls, where admission is free.

For the 10th anniversary, the Walls — which rotates roughly a dozen of its 40 murals once a year — will feature new works by established and up-and-coming artists including Martha Cooper, Kenny Scharf, Kelsey Montague and Michael Vasquez.

The occasion is also being celebrated with a coffee-table book, "Walls of Change: The Story of the Wynwood Walls," by Assouline Publishing. It documents the first decade of the gallery via photographs taken by Martha Cooper and essays written by artists who have exhibited their work there, including Shepard Fairey, Maya Hayuk and Ron English.

But aside from the high regard the museum enjoys, the Wynwood Walls has also been one of the most important catalysts for the ongoing transformation of Wynwood into a global real estate market that attracts international investment and developers.

"Art is a huge component of what Wynwood has become and what it is going to be," said Martin Miculitzki, president of the Miami-based Block

Capital Group real estate development firm, which has completed 15 projects in the neighborhood ranging from adaptive reuse of warehouses to brand-new residential and office buildings.

"When we started developing in Wynwood 10 years ago, the neighborhood was in decay," Miculitzki said. "But Tony Goldman always championed partnerships between artists, public agencies and investors in Wynwood. Art has created an energy here that you can't feel anywhere else. You sense it the minute you walk into the area. And you realize the potential the neighborhood has."

Although Wynwood only spans 50 city blocks, its size belies its importance as an economic and tourism driver for the City of Miami.

According to the most recent annual report by the Wynwood Business Improvement District (BID), which is comprised of more than 400 property owners in the neighborhood, 2.9 million people visited Wynwood in 2018. Along the way, they spent \$526 million in the area and accounted for 20% of

all City of Miami Pay-by-Phone parking transactions (nearly 1.5 million).

A RESIDENTIAL NEIGHBORHOOD

Although the BID pegs the current number of full-time Wynwood residents at 1,654, that number is expected to swell as a number of new residential projects are finished. Already near completion or in the pipeline are:

- Domio Wynwood, a 175-unit residential project at 51 NW 26th St. formerly known as The Bradley. A joint venture by The Related Group and Block Capital Group, the building was leased out in its entirety on Wednesday by the New York-based apartment-hotel brand Domio, which will use the apartments as hotel rooms.

The lease runs for 10 years, with an option to renew. Reservations are open starting Dec. 30, with average rates ranging from \$155-\$255 per night for a one-bedroom and \$214-\$300 for a two-bedroom.

- Wynwood Square, a mixed-use project at 2201 N. Miami Ave., will span a full city block and feature 257 apartments, 60,000 square feet of office space and 27,000 square feet of ground-floor retail. The joint venture between the Los Angeles-based CIM Group and the Miami-based One Real Estate Investment is scheduled for completion in mid-2021.

- The 11-story Wynwood Green, the first multifamily development within City of Miami limits by the Lennar Corp., will feature 189 apartment rentals at 56 NW 29th St., the previous location of O Cinema Wynwood and The Wynwood Yard. The project is currently in the pre-construction phase.

- Wynwood Quarter, the first phase of a massive proposed development by Bel Invest USA, the American arm of the Italy-based global development firm Bel Invest, will add 143 rentals and 24,000 square feet of ground-floor retail space to the mixed-use project at 161 NW 28th St. That project



Jessica Goldman with the new book "Walls of change" at her Wynwood office.

is also in the pre-construction phase.

- Two co-living buildings are also in development: the 220-unit The Society at Wynwood at 2431 SW Second Ave. by Property Markets Group and the Toronto-based Greybrook Realty Partners; and the fifth U.S. location by the London-based The Collective, a 325,000-square-foot, \$210 million mixed-use project at 2825 NW Second Ave. Groundbreaking is expected in 18 to 24 months.

- The Italian clothing retailer Diesel is also making its first foray into real estate with an eight-story, 143-unit



Local, national, and international visitors walk in front of a mural by artist Vhils at Wynwood Walls on Sunday, November 25, 2019.

CARL JUSTE cjuste@miamiherald.com

luxury condo building on Northwest 28th Street that will officially launch on Dec. 4 during Art Basel with a virtual reality-enabled sales gallery. Construction will begin in April 2020.

The boom in Wynwood residential development wasn't a sure thing as recently as two years ago, though.

Jon Paul Pérez, vice president of The Related Group, admits the company gambled when it broke ground in 2017 on the \$100 million, 289-unit Wynwood 25, the first residential building constructed under the Neighborhood Revitalization District (NRD) plan that allowed for taller buildings with higher density and lower parking

requirements.

"At that time, there was very limited residential product in Wynwood," Pérez said. "Our bet was based on the fact that when you went to Wynwood on the weekend, there were 10 times as many people there as there were in Brickell or Midtown. We figured there had to be some pent-up demand from people wanting to live where they hung out."

The gamble paid off. Pérez said Wynwood 25 has rented 70 percent of its 289 units since the building opened in September, with a current asking rent of \$3.18 per square foot (from \$1697-\$6,000 for studios, one, two

and three-bedrooms).

Wynwood 25, which overlooks the Wynwood Walls, also features the largest single piece of art in the entire neighborhood: a seven-story mural by the Los Angeles artist El Mac that recreates a photo he took of two boys watching him while he painted another mural in Wynwood during Art Basel 10 years earlier.

Land values in Wynwood have also soared. According to the Miami-Dade Property Appraiser, Goldman paid \$3,900,000 in 2007 — or \$42 per square foot — for the initial 38,000 acres from which Wynwood Walls grew.

In August, developer Property Markets Group and the Toronto-based Greybrook Realty Partners paid \$11 million for a 1.6 acre parcel at 2 NW Second Avenue — or \$660 per square foot.

OFFICE HURDLES

New office space development has been a tougher sell.

Despite the 2015 NRD zoning decision, Jonathon Yormak, founder and principal of the Miami-based East Capital development and investment firm, said he expects the current

SEE WYNWOOD , 12G



A seven-story mural by the Los Angeles-based artist El Mac adorns the side of the Wynwood 25 building, overlooking Wynwood Walls.

FROM PAGE 10G

WYNWOOD

—refashioning existing warehouses into offices and restaurants — to prevail over new construction.

Yormak said he expects to see more adaptive reuse like the Concrete Beach Brewery, which opened in 2015 inside a converted warehouse at 325 NW 24th St. and has become a popular social hall and event space.

"That mix of old and new is what will keep Wynwood interesting," said Yormak, whose company repurposed 25,000 square feet of warehouse space at 50 NW 24th St. into the popular two-story Wynwood Arcade, home to The Salty Donut and the cook-

ing school In the Kitchen. "Not every site is big enough or warrants more development for best use."

Breweries, though, aren't a good fit for the gleaming Class-A office buildings sprouting up around Wynwood, such as the Wynwood Annex, a joint venture between Related and East End Capital that opened in September and features 60,000 square feet of space.

The Related Group's Pérez said office rentals are a "chicken and the egg" situation because although Wynwood is a new office space, the rents are on par with Brickell (spaces in the Annex go for

mid-\$50s per square foot, which is the same as Class-A offices in Brickell according to Squarefoot.com).

"We've had some success," Pérez said. "We released a full floor to LiveNation at a high rent. We had a deal with an ad agency that was going to take two full floors but when it came to sign they fell out. If they had stayed on, we would have had 50 percent leased at the time of opening."

Pérez said Miami has never been a strong pre-leasing office market and he expects the Annex to be fully leased within nine months.

But competition for Class-A office tenants in Wynwood likely will increase over the next two years, when more projects

currently under construction are completed, such as the 545Wyn mixed-use building at 545 NW 26th St. by the Chicago-based developer Sterling Bay, which will add 298,000 square feet of office space to the neighborhood.

Danet Linares, vice chairman of Blanca Commercial, said there has been steady interest in Cube Wynwd the 86,000-square-foot office building developed by New York-based RedSky Capital at 222 NW 24th St. that opened this year.

Thus far, the only signed tenant has been the co-working firm Regus Spaces, which leased a total of 24,000 square feet. The asking rate for Cube is between \$38-\$42 per square foot on a triple net basis (which means no

operating expenses included).

"Wynwood is a new market, but we're confident with all the additional residential units that are being built as well as the hotels, you'll see a lot of demand from tenants," Linares said. (Marriott has announced it will begin construction on a 120-room Moxy hotel at 255 NW 25th St. in early 2020.)

YIN AND YANG

One thing that differentiates these office buildings: Their architecture is bold and colorful and eclectic, fulfilling the Wynwood BID requirement that all new construction incorporate art into its bones.

The mandate ensures that the shiny new projects will blend in with the grittier warehouse spaces, whose exteriors have been turned into elaborate, eye-popping canvases by street artists.

"When Tony Goldman first approached me about Wynwood, one of the things he said was 'Kid, we're going to build the Lower East Side here,'" said the famed Wall Street banker-turned-artist Peter Tunney, who opened the first permanent gallery inside Wynwood Walls — the 4,000-square-foot The Peter Tunney Experience — in March 2010. (His first gallery opened in New York in 1991.)

"Tony told me 'They're all yin. They need some yang,'" Tunney said.

"People think Wynwood was already a neighborhood back then, but it had not been gentrified. If you had a teenage daughter going to school, you weren't going to live in Wynwood then, because it wasn't safe."

According to Dr. Paul George, resident historian at the HistoryMiami Museum, Wynwood was

developed in the early 1920s as a residential neighborhood for white middle-class residents. After the exodus to the suburbs that followed World War II, the population of Wynwood shrank as the neighborhood transformed into an industrial district with a smaller population of low-income, largely Hispanic residents and a high crime rate.

"By the 1980s, Wynwood suffered from all the elements of inner-city malaise of that era," George said. "It was a forgotten neighborhood with nondescript apartments and homes. Even though Tony had a stellar record as a developer, I thought he had gone really awry when he started investing in Wynwood. The fact that Wynwood is where it is today is astounding."

In 2008, author Tom Wolfe was researching his novel "Back to Blood," which was set in Miami, and asked George to join him on a tour of the city in his limo.

"He wanted someone to take him through the different neighborhoods, and when we drove through Wynwood I couldn't believe the amount of traffic and people that Art Basel was drawing to Northwest Second Avenue," George said. "Art was already going on there. There were galleries filled with people."

Many of those quirky galleries are now gone, one of the many reasons not everyone is a fan of Wynwood Walls or its impact on the surrounding area.

Some mural artists have taken their work into other neighborhoods such as Overtown and Little Havana, claiming Wynwood is "oversaturated."

And for every new restaurant and shop that



CHARLES TRAINOR ctrainor@miamiherald.com

Developer Jon Paul Perez stands in the courtyard at Wynwood 25, the first new apartment rental building in Wynwood since 2015.

opens in Wynwood, another stalwart business — such as the iconic ABC Costume Shop or the Boxelder Craft Beer Market — has shuttered due to rising rents or redevelopment.

"When an area undergoes such a drastic transformation in such a short period of time, there is always some kind of tenancy change," said Block Capital's Miculitzki. "The people who were there before were not ready for that kind of transformation. The original tenants couldn't afford a higher rent. Their business plan and model was different. But you are seeing different tenants coming in and succeeding in this third or fourth reiteration of the neighborhood."

THE COST OF PUBLIC ART

Even the Wynwood Walls are / feeling the pinch. Srebnick said the company has had discussions on how to monetize the museum, including incorporating sponsorships, since the

annual operating costs runs "well into the millions."

"Most people don't realize that the Wynwood Walls is a privately owned property," she said. "We do not receive government or grant funding, nor do we charge for people to enjoy the massive array of artwork. Our costs include real estate taxes, mortgage payments, maintenance, security, insurance and staff. The costs are not shared by the neighborhood, yet the benefit is shared by all."

Two restaurants located inside the Walls — the Italian eatery Joey's, named after Srebnick's brother, and the Wynwood Kitchen & Bar — do generate revenue. A new, 2,700-square-foot Wynwood Walls Shop has replaced the previous 500-square-foot store and offers an expanded assortment of products — water bottles, books, puzzles, stickers, magnets — made in collaboration with the artists on exhibit.

"You can buy a painting

for \$5,000 or \$55,000, or you can buy something for \$10 and come away feeling that you bought something at Wynwood Walls," Srebnick said.

And as the Walls ramp up for their annual Art Basel showcase, Srebnick said she has been thinking about her father and his original vision.

"People ask me how I think my dad would feel 10 years later looking down on all this, and I say knowing my father, he'd probably cry, because the impact of Wynwood Walls has had so many ripple effects for so many people," she said.

"It's something that we're incredibly proud of as a family. It was his idea and it was executed by a lot people. We picked up a brush and started to paint a picture with Wynwood Walls. A decade later, we have this beautiful canvas that is still being painted."

Rene Rodriguez:
305-376-3611,
@RodriguezRene

Miami Herald

The world-famous Wynwood Walls are turning 10. Here's how they've changed Miami

The way Jessica Goldman Srebnick tells it, her father, Tony Goldman, stood on Northwest Second Avenue and 25th Street sometime circa 2007 — back when Wynwood was still primarily an industrial warehouse district, a haven for graffiti artists and small galleries, and a place where large chunks of real estate could be scooped up cheap — and he saw the future.

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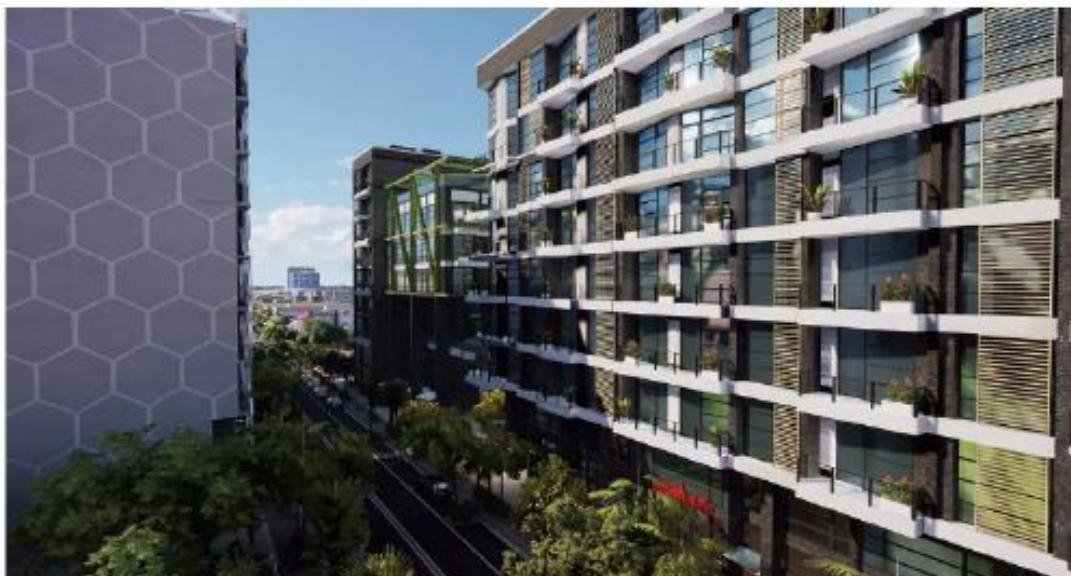
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Although the BID pegs the current number of full-time Wynwood residents at 1,654, that number is expected to swell as a number of new residential projects are finished. Already near completion or in the pipeline are:

- Domio Wynwood, a 175-unit residential project at 51 NW 26th St. formerly known as The Bradley. A joint venture by The Related Group and Block Capital Group, the building was leased out in its entirety on Wednesday by the New York-based apartment-hotel brand Domio, which will use the apartments as hotel rooms.

The lease runs for 10 years, with an option to renew. [Reservations are open starting Dec. 30](#), with average rates ranging from \$155-\$255 per night for a one-bedroom and \$214-\$300 for a two-bedroom.

- Wynwood Square, a mixed-use project at 2201 N. Miami Ave., will span a full city block and feature 257 apartments, 60,000 square feet of office space and 27,000 square feet of ground-floor retail. The joint venture between the Los Angeles-based CIM Group and the Miami-based One Real Estate Investment [is scheduled for completion in mid-2021](#).
- The 11-story Wynwood Green, the first multifamily development within City of Miami limits by the Lennar Corp., will feature 189 apartment rentals at 56 NW 29th St., [the previous location of O Cinema Wynwood and The Wynwood Yard](#). The project is currently in the pre-construction phase.
- Wynwood Quarter, the first phase of a massive proposed development by Bel Invest USA, the American arm of the Italy-based global development firm Bel Invest, will add 143 rentals and 24,000 square feet of ground-floor retail space to the mixed-use project at 161 NW 28th St. That project is also in the pre-construction phase.
- Two co-living buildings are also in development: [the 220-unit The Society at Wynwood](#) at 2431 SW Second Ave. by Property Markets Group and the Toronto-based Greybrook Realty Partners; and the [fifth U.S. location by the London-based The Collective](#), a 325,000-square-foot, \$210 million mixed-use project at 2825 NW Second Ave. Groundbreaking is expected in 18 to 24 months.



Architectural rendering of Diesel Wynwood, a 143-unit luxury condo on NW 28th Street. Prices will range from \$370,000 to \$5,500,000. [ZYSCHOVICH ARCHITECTS](#)

- The Italian clothing retailer Diesel is also making its first foray into real estate with an eight-story, 143-unit luxury condo building on Northwest 28th Street that will officially launch on Dec. 4 during Art Basel with a virtual reality-enabled sales gallery. Construction will begin in April 2020.

The boom in Wynwood residential development wasn't a sure thing as recently as two years ago, though.

Jon Paul Pérez, vice president of The Related Group, admits the company gambled when [it broke ground in 2017 on the \\$100 million, 289-unit Wynwood 25](#), the first residential building constructed under the Neighborhood Revitalization District (NRD) plan that allowed for taller buildings with higher density and lower parking requirements.

"At that time, there was very limited residential product in Wynwood," Pérez said. "Our bet was based on the fact that when you went to Wynwood on the weekend, there were 10 times as many people there as there were in Brickell or Midtown. We figured there had to be some pent-up demand from people wanting to live where they hung out."

The gamble paid off. Pérez said Wynwood 25 has rented 70 percent of its 289 units since the building opened in September, with a current asking rent of \$3.18 per square foot (from \$1697-\$6,000 for studios, one, two and three-bedrooms).



Developers and brokerages are getting creative for Art Basel

The real estate and art worlds will merge at exhibitions, shows, events

Yes, Art Basel is about the art. But there's far more going on.

This week, real estate and art converge in Miami as developers, brokerages, architects and hotels will showcase their luxury projects to the upscale crowd.

Brokerage firms are sponsoring art fairs, condo projects will have parties and exhibits — one will include a flying car — architects are showcasing their work. Meanwhile, museums and hotels are offering soirees during the event: Art Basel Miami Beach and Art Week.

Even Brightline is getting in on the action, wrapping a train with Keith Haring art in conjunction with a museum.

Here are some of the real estate-related events scheduled, with some are open to the public, some require tickets and and some are invitation only:

Paramount Miami Worldcenter

Paramount Miami Worldcenter, the recently completed condominium tower that plans a Skyport on its 58th floor, is unveiling a prototype of the world's first [flying car](#) along with its contemporary art collection.

The exhibit, "Miami 2020 and Beyond" will feature the PAL-V (Personal Air Landing Vehicle) Pioneer flying car a contemporary art collection including "Red World" by artist Steven Manolis, and "Miami Vice" and "Moons Over Miami" by Miami graffiti artist Ahol Sniffs Glue. The Dutch-made PAL-V Pioneer — already in production and selling for \$599,000 — is equipped with retractable overhead and rear propellers and tail wings, and can cruise at an altitude up to 12,500 feet.

Magic City Innovation District

The [Magic City](#) Innovation District is unveiling BaseCamp, an interactive art park in Little Haiti. The park will feature programming that includes live shows, Haitian and Caribbean music, yoga, meditation, community talks and art installations.

Les Lalanne at The Raleigh Gardens

Developer Michael Shvo recently unveiled his [Lalanne exhibit](#) behind the Raleigh hotel in Miami Beach ahead of Miami Art Week.

Les LaLanne at The Raleigh Gardens, at 1775 Collins Avenue, features tropical landscaping and sculptures by the late French artists. It's open to the public from noon to 8 p.m. Shvo is planning a major redevelopment of the Raleigh and surrounding hotels, including a new tower to be built behind the properties, fronting the beach. The New York developer, along with Bilgili Group and Deutsche Finance Group, paid about \$243 million for the Raleigh, Richmond Hotel and the South Seas Hotel.

The Miami Design District has an array of exhibitions, including: [Pink Beasts by Fernando Laposse](#) and [Versace's South Beach Stories](#).

The Design District chose Mexican designer Fernando Laposse for the 2019 Neighborhood Commission. The installation consists of strands of pink sisal tassels suspended through the trees guiding visitors to discover a collection of pink hairy sloths hanging from ropes, trees and arches. In collaboration with designer Angela Damman, the installation also incorporates 10 sculptural hammocks which will hang on metal structures and directly on palm trees for public use.

A new exhibition by Versace and interior designer Sasha Bikoff will debut in the Design District's Palm Court. Drawing inspiration from the brand's heritage, one-of-a-kind furniture pieces designed by Bikoff will be displayed together with the archive looks they reference.

Versace's Miami Design District boutique will also showcase three settings designed by Sasha, first presented at FuoriSalone during Milan Design Week 2019.

Douglas Elliman at Art Basel

Douglas Elliman's development marketing arm is the show partner at Art Basel Miami Beach for the seventh year. It will showcase its new developments in the Collectors Lounge as well as its partnership with Knight Frank. Elliman will also release its annual art issue of Elliman Magazine.

Mirador 1200

A penthouse at the Mirador 1200 Condo, listed by Coldwell Banker affiliated agent Sandra Debuire for \$3.9 million, will have a mural painted in celebration of Art Basel.

Muralist Olan Kalmis will paint the mural on the wall of the unit's 5,000-square-foot panoramic rooftop. The unit is composed of two joined penthouse suites at the condo at 1200 West Avenue in Miami Beach.

Pinta Miami

One Sotheby's International Realty is the real estate sponsor of Pinta Miami, the 13th annual Latin American art fair. This year, Pinta is being held at Mana Wynwood and will have 60 galleries on display from Latin America, the U.S. and Europe.

[Villa Valencia](#) is among the One Sotheby's projects that will be showcased at Pinta. Location Ventures is developing Villa Valencia, a 13-story, 39-unit condo project at 515 Valencia Avenue in Coral Gables.

Red Dot Miami and Spectrum Miami

Cervera Real Estate is a cultural partner of Red Dot Miami and Spectrum Miami, also at Mana Wynwood. This year, it is not sponsoring the art fair but will be a cultural partner, giving Red Dot and Spectrum access to its broker and associate network.

El Espacio 23

Developer and art collector Jorge Pérez recently opened El Espacio 23, an art gallery in [Allapattah](#). The 28,000-square-foot space will house the Jorge M. Pérez Collection.

Brightline

Brightline, in partnership with Miami's Rubell Museum, debuted a special Keith Haring wrapped train to kick off Art Week Miami. The train is wrapped with images from Haring's work in the museum's collection, with additional Haring imagery on display at Brightline's West Palm Beach station.

To celebrate the museum's opening on Wednesday, Brightline will offer special Haring-illustrated tickets and free admission to the museum with proof of ridership.

Prairie Residence

As part of DesignMiami's events, architect Rene Gonzalez will lead a private tour of the Prairie Residence where environmental challenges like sea-level rise were taken into consideration to create a luxury private residence.

Gonzalez's work integrates tropical gardens and interiors with an elevated architecture. The curatorial effort includes the work of Vincenzo De Cotiis, Emmanuel Babled, Germans Ermiçs, Mauricio Del Valle, and artists such as Jose Dávila, Sinisa Kukec, and Darío Escobar.

Brickell City Centre

Brickell City Centre will host Conversations with Nature, an exhibit curated by Albie Alexander. It will showcase artists from across all mediums to explore humankind's relationship with nature and invite guests to interact directly with original artwork, poetry, meditation and music by Basia Goszcynska, Yrsa Daley-Ward, Brittany Asch of BRRCH, Sarah Meyohas, LARAAJI and more.

East, Miami

In collaboration with Argentine curator Ximena Caminos, EAST, Miami has joined with Miami-based artist Carlos Betancourt to create an installation, On the Edge: The Hopeful Forest. It will be on display in the lobby, featuring a series of totems made from repurposed, abandoned objects found in the surrounding community.

Shore Club South Beach

Shore Club South Beach will display Rubem Robierb's inaugural "Greta" sculpture, a 10-foot tall sculpture from the "Dream Machine Series." It is a tribute to Greta Thunberg, the 16-year old, internationally recognized environmental activist.

SLS South Beach

SLS South Beach and Los Angeles-based artist, Punk Me Tender, are collaborating to create an art display the hotel's front entrance as well as wrap the resort's two MOKE America cruisers on the front lawn of the beachfront property. In addition, Flore will exhibit "Lavish," along with a 15-minute time lapse video projected onto the rear side of the building.

1 Hotel South Beach

Created from 50,000 salvaged plastic bags — equal to the amount used in Florida every four minutes — and salvaged fishing nets, Basia Goszcynska's Rainbow Cave will be featured at Drift, the 1 Hotel South Beach lobby bar.

Mana Contemporary

Moishe Mana is hosting a series of exhibits in downtown Miami's Flagler District for the third straight year. At the 777 International Mall building, at 145 East Flagler Street, artists will open up their studios to visitors, hosting daily performances and activations.

In Wynwood, Mana Contemporary has more than 300,000 feet of murals and over 50 artists participating in Miami Art Week.

Decentralized, Superchief Gallery, and Mana Contemporary in partnership with Superchief Gallery will open three new gallery spaces. Mana is also hosting his annual birthday bash in Wynwood.

Wynwood

The Wynwood Walls is celebrating its 10th anniversary. Goldman Properties released new murals at the Walls, at 2520 Northwest Second Avenue.

LeBron James' **Unknwn** store opens at 261 Northwest 26th Street. James — the basketball superstar and former Miami Heat player — co-founded Unknwn with Jaron Kanfer and Frankie Walker Jr. The roughly 10,000-square-foot store includes 3,000 square feet of retail space and 4,000 square feet of courtyard space, designed by the firm New York Sunshine. David Edelstein owns the Wynwood building.

Diesel is unveiling its Wynwood development. The retailer will showcase a model unit via virtual reality with the company's founder, Renzo Rosso, and Andrea Rosso, creative director. It will also unveil a collaboration with the retailer Bodega, which will have the **Diesel** x Bodega "Unofficial Basel Gift Shop."

The Italian retail clothing's **Diesel Living** line is partnering with Bel Invest Group, an international real estate investment company based in Vicenza, Italy, to build a 143-unit condominium complex at 115 to 161 Northwest 28th Street. The Wynwood Business Improvement District will convert Second Avenue into a pedestrian-only street to make artwork and murals more accessible between Friday and Sunday.

Italkraft, an Italian designer of kitchens, bathrooms, closets and doors, is celebrating the opening of its newest showroom in Wynwood in conjunction with the kick off of Art Basel. This showroom, now open to the public, features art from Ale Jordão, curated by Bia Duarte. Brazilian artist Ale Jordão creates art stemming from his exploration of the field between art and design.

Market News

A Miami condo is selling million dollar t-shirts that come with a “free” Diesel-branded apartment



Diesel Wynwood, a pre-construction condo development in Miami branded by the iconic fashion house, is selling 143 t-shirts that come with a free* apartment. Of course, the emphasis is on the asterisk, which reveals that the apartments are not really free, but rather several million dollars.

Touted as “the most expensive t-shirts ever,” the collection of floorplan-embossed garments includes designs like F1-L6, made from 100 percent pure cotton, which retails for \$1,599,000. There’s also F2L7, a tee that’s “extremely easy to fold,” and will set you back \$5,500,000.

As a former Diesel Outlet employee of the early-2010s who was forced to wear a t-shirt emblazoned with the phrase “BE STUPID” on it, this marketing campaign does not surprise me in the slightest. Diesel has been, and always will be, controversial — remember their Diesel for Successful Living campaign in the 1990s, which tackled topics of race, sexuality, religion and politics, all with a dash of humor? Being edgy, or stupid, or tongue-in-cheek is just their thing.

This is the fashion brand's first foray into the world of residential real estate and they've partnered with [Bel Invest Group](#) to make it happen. According to [The South Florida Business Journal](#), the developer intends to further revitalize Wynwood, a former warehouse district that has evolved into a hub for arts and culture, by introducing a six-phase project that will bring about new hotels, housing and retail.

Diesel Wynwood is the first phase of the master-plan, collectively known as Wynwood Quarter, and will boast 143 units spread out over eight stories. Thirteen individually-designed penthouses and maisonettes, some of which are featured in the #condotshirts campaign, will be the first to hit the market — outfitted with industrial design elements, private outdoor space and sweeping water views. Resort-style amenities and 22,973 square feet of commercial space on the ground floor will round out the one-of-a-kind residence.

There are many ways to market a new condo — sandwich boards, email blasts, Instagram influencers — but a ridiculously expensive t-shirt that just so happens to come with a free apartment might be the most outlandish method yet.



**SOUTH FLORIDA
BUSINESS JOURNAL**

Diesel-branded condos in Wynwood priced up to \$5.5M, T-shirts included

Dec 4, 2019, 2:22pm EST

Bel-Invest launched sales of a condo project in Miami's Wynwood branded by fashion line Diesel, which includes a custom T-shirt with every unit.

The 143 units in the Diesel Wynwood are priced from \$370,000 to \$5.5 million, making this the first project in the relatively new Wynwood condo market to break the luxury barrier. Each unit would come with a T-shirt showing the condo's specific floor plan.

Bel-Invest plans to break ground on the project in April 2020. It's currently accepting reservations for \$10,000.

Diesel's marketing campaign calls it the "Most Expensive T-Shirts Ever," and notes a free condo is included.

Units will range from 395 to 3,021 square feet.

The 8-story building would be on the 41,633-square-foot lot at 115-139 N.W. 28th St., 145-161 N.W. 28th St. It would have 129,000 square feet of residential space and 22,000 square feet of commercial space.

Amenities would include a pool, a gym, a spa, a kid's room, a lounge, a conference room, and a working area.

[Zyscovich Architects](#) designed the building with interiors by Diesel Living.

This is part of a [six-phase project](#) Bel-Invest has planned for Wynwood.



ZYSCOVICH ARCHITECTS



Diesel living, a Miami il primo edificio residenziale

Il marchio di Renzo Rosso ha inaugurato nel quartiere di Wynwood un palazzo che ospiterà 143 appartamenti e circa 2.200 metri quadri di spazi commerciali, progettato da Zyschovich architects e sviluppato da Bel Invest group



Diesel ha inaugurato il suo primo edificio residenziale a Miami. Costruito in partnership con **Bel Invest group** nel vivace quartiere artistico di Wynwood, che negli ultimi dieci anni ha assistito a una significativa operazione di restyling edilizio, il palazzo ospiterà 143 appartamenti progettati da **Diesel living** e circa 2.200 metri quadri di spazi commerciali di alto livello al piano terra.

L'edificio è stato progettato da **Zyschovich architects**. "Siamo entusiasti di aiutare a trasformare Wynwood nel primo vero quartiere pedonale urbano di Miami, grazie alla nostra esperienza pluriennale nello sviluppo di immobili in tutta Europa", ha affermato **Maximilian Beltrame**, presidente e ceo di Bel Invest group. "Diesel e Wynwood sono una coppia perfetta in ogni aspetto e ci sentiamo onorati di essere stati scelti per sviluppare il primo edificio del marchio nel mondo".

Ulteriori dettagli sul progetto saranno svelati nel corso del primo trimestre del prossimo anno fiscale, con l'inizio delle prevendite in

occasione di un evento di lancio ufficiale in loco, ma **Renzo Rosso**, patron del marchio italiano, ha per il momento commentato: "Diesel living è il primo vero concetto di modern living a cura di un brand di moda. Riflette lo stile di vita delle nuove generazioni, che si spostano in tutto il mondo e vivono la vita secondo le proprie regole. Riflette il loro modo sociale di interpretare le abitazioni, gli spazi in cui vivono, lavorano e intrattengono gli amici, spazi che raccontano molto di loro e della loro personalità. Diesel living li aiuta a fare proprio questo, mostrare al mondo chi sono".

Il 2018 è stato in generale un anno produttivo per Diesel living che, oltre al consueto appuntamento al **Salone del mobile.Milano**, ha recentemente fatto il suo ingresso al **Downtown design Dubai** e al **Salone del mobile.Milano Shanghai**.



Renzo Rosso: «Con Diesel nasce un nuovo lifestyle»

Il patron del gruppo Otb ha svelato a Miami il primo progetto contract del marchio, arredando 143 dimore nell'area di Wynwood. Tra le prossime tappe ci saranno Cina e Medio Oriente. «Sono molto contento, abbiamo numeri belli nel 2019 e siamo ben performanti», ha detto a MFF l'imprenditore



Diesel si lancia nel mondo contract e lo fa alla sua maniera. Con una partnership forte, una location d'avanguardia e una campagna fuori dagli schemi. A partire da oggi, e in concomitanza con l'edizione 2019 di **Design Miami**, inizieranno le prevendite di 143 appartamenti distribuiti su sette piani a **Wynwood**, uno dei quartieri più dinamici della città della Florida. Progetto

annunciato lo scorso novembre 2018 e realizzato in collaborazione con il gruppo **Bel-invest**. E così l'etichetta ammiraglia di **Otb-Only the brave** ha deciso di dare una sferzata alla sua **DieselLiving**, realtà lanciata nel 2008 con i tessili della casa e che oggi, con un team creativo guidato da **AndreaRosso**, ha puntato l'obiettivo su un comparto in continua espansione. Per **RenzoRosso**, presidente di Otb, intervistato da *MFF*: «Questo è un progetto iniziato molti anni fa con il concetto del living».

Ora però si è fatto un passo in avanti?

Sì, prima però abbiamo messo assieme il best in class italiano per la casa: **Moroso** per l'arredamento, **Foscarini** per l'illuminazione,

Scavolini per cucina e bagno, **Seletti** per accessori per la casa, **Berti** per pavimenti in legno, **Iris** per piastrelle in ceramica e **Mirabello Carrara** per il tessile. Una volta fatto questo abbiamo iniziato a presentare la nostra idea per il contract.

Dove?

Abbiamo partecipato al **Salone del Mobile** di Milano e a fiere specializzate come quelle di Shanghai, Colonia, Parigi e Dubai.

E così è arrivata Miami...

Questo di Wymwood a Miami è il primo progetto e mi piace moltissimo perché è molto in linea con il nuovo concetto di lifestyle di Diesel, ma soprattutto perché come primo progetto è grande, 143 appartamenti, ed è in uno dei migliori posti possibili per noi.

Cosa significa in linea con il nuovo concetto di lifestyle di Diesel?

Oggi la casa è un posto dove si trascorre molto più tempo che in passato, è per questo che diventa anche un simbolo, perché è un'espressione del tuo lifestyle: 'Io sono quello che ti faccio vedere'. Ma non solo, perché oggi i manager cambiano casa più spesso e la usano per lavorare, anche noi in Diesel spingiamo in questa direzione. Il mondo è fatto di gente che corre veloce e Diesel living li rappresenta.

Non c'è il rischio che questo genere di progetti finisca con una serie di appartamenti un po' tutti uguali?

Non nel nostro caso, perché è tutto estremamente personalizzabile, non c'è nulla di seriale, anzi, in azienda abbiamo uno staff di architetti dedicati proprio a questo.

Per la campagna vendita?

È uno degli aspetti che amo di più, perché noi chiediamo ai clienti di venire da noi, di comprarsi una T-shirt e poi noi gli regaliamo una casa. Abbiamo creato una maglietta esclusiva per ogni appartamento, con il proprio layout e il numero identificativo, che ovviamente avrà solo a chi firma il contratto. A esempio c'è la maglietta **D6-L7** che ha un prezzo di 1.049.000 di dollari, o la **F2-L7** che invece costa 5.500.000 di dollari.

E dove devono venire per comprarsi la T-shirt?

Abbiamo creato uno special space a Wymwood.

Avete già altri progetti in cantiere?

Ci sono già dei contatti avviati negli Stati Uniti, in Medio oriente e in Cina, con quest'ultima che potrebbe essere il prossimo a concretizzarsi.

Che giro d'affari avete e prevedete di realizzare nel contract?

Ovviamente siamo agli inizi, nel 2020 pensiamo di raccogliere circa 40 milioni di euro, però posso dire che potenzialmente sono contratti che possono arrivare a stravolgere conti di un'azienda. Oltre tutto, se visto in prospettiva, il mondo si sta orientando in questa direzione. Bene, noi ci siamo e abbiamo uno dei concetti più moderni.

E invece il 2019 di Otb? Com'è andato?

Sono molto contento, abbiamo numeri belli, e soprattutto stiamo ben performando in un anno particolare. Poi arriviamo da una bella ristrutturazione, in particolare con Diesel. Non vedo l'ora di uscire con la pubblicazione dati per far vedere quanto lavoro di qualità abbiamo fatto. (riproduzione riservata)



**Aspetti (Sia):
la forza
di Milano?
La Lombardia**

Secondo il manager,
infrastrutture decisive
per il boom della città
Follis
a pagina 5



La copertina del numero settimanale
di Milano Finanza del 16 novembre

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EUROPA & REGOLE IL GOVERNATORE SI OPPONE ALLA STRETTA SUI TITOLI DI STATO DETENUTI DALLE BANCHE PROPOSTA DA BERLINO

Visco: no alla ponderazione sui Btp

Regling (presidente Mes): il nuovo trattato non aumenta i rischi di una ristrutturazione del debito. Oggi il ministro Gualtieri chiarirà la posizione italiana all'Eurogruppo. Intanto proseguono le polemiche e i 5 Stelle insistono per un rinvio dell'accordo

—Bertolino, De Mattia, Ninfale e Pira alle pagine 2 e 3)



FOCUS OGGI

Va in porto l'ipò dei cantieri Sanlorenzo

Il gruppo nautico ha trovato (soprattutto tra Italia e Regno Unito) gli investitori cui vendere i suoi oggetti dell'offerta, che si concluderà venerdì. A Piazza Affari il titolo dovrebbe esordire con un prezzo intorno a 17-18 euro per azione.

Montanari a pagina 14

IL PIANO PREVEDE 8 MILA USCITE, DI CUI CIRCA 6 MILA IN ITALIA. SILEONI (FABI): QUESTA STRATEGIA È INACCETTABILE

Scontro Unicredit-sindacati sugli esuberi

Mustier annuncia 6 mld di dividendi e 2 di buy-back in quattro anni. Confermata la subholding italiana

(Cervini e Gualtieri a pagina 8)

RETE IN FIBRA

Bassanini: l'unione Telecom-Open Fiber funzionerà solo con Tim sotto il 50%
(Follis a pagina 11)

CONCESSIONI NEL MIRINO

**Stangata Ires sulle autostrade
Un emendamento prevede un rincaro del 2% per tre anni**

(Leone a pagina 4)

FINANZA & RITORNI

La Carlo Tassara di Romain Zaleski rivede l'utile e rinnova il board
(Giacobino a pagina 13)

L'ANIA CONTRO IL DECRETO FISCALE

Le assicurazioni vanno all'attacco dell'RcAuto familiare: così dopo 7 anni si fermerà il calo delle tariffe

(Messa a pagina 9)

Renzo Rosso presenta a Miami il primo progetto contract
(Gibellino in MFF)

IL ROMPISPREDA

Non è che comandano tutti i prestiti pente fatti ad Alitalia ne è scappato uno sullo Stretto?

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Diesel costruirà il primo complesso di appartamenti a suo nome

Diesel sta entrando nel settore immobiliare residenziale. Il gigante veneto dell'abbigliamento, rinomato soprattutto per i suoi capi in denim, si è associato con il Bel Invest Group per costruire il suo primo edificio residenziale Diesel, a Miami, in Florida.



Diesel entra così a far parte di un ristretto gruppo d'élite di marchi della moda e del lusso che hanno creato importanti edifici brandizzati con il loro nome; una lista che include Versace, Stella McCartney, Bulgari e, soprattutto, Giorgio Armani, che si può vantare di aver creato le torri Armani Casa dal doppio uso residence/hotel in tante nazioni.

L'edificio di Diesel sarà costruito nel quartiere dei divertimenti di Wynwood, e disporrà di 143 unità residenziali abitative progettate da Diesel Living (il ramo che si occupa di tableware, arredamento, accessori per la casa e la cucina dell'azienda di Breganze), ma anche di circa 2.230 metri quadrati di spazi commerciali a livello stradale.

Il suo design in stile loft è stato creato per adattarsi al quartiere pedonale di Wynwood, un sobborgo dinamico, noto per i muri di Wynwood (Wynwood Walls), una serie di ex fabbriche trasformate in opere d'arte da artisti di graffiti e street art. Il palazzo di Diesel si trova appena a sud del Miami Design District, con la sua costellazione di negozi di lusso.

Disegnato da Zyschovich Architects, il palazzo sarà decorato con prodotti e motivi estetici di Diesel Living, progetto per il quale il marchio di moda ha collaborato con fornitori italiani come Seletti, coi suoi accessori punk-industriali, Foscarini, che crea mobili di metallo molto pop rock, e Iris, con le sue ceramiche tecniche brutaliste.

“Diesel Living è il primo vero concept di domotica moderna realizzato da un marchio di moda. Riflette lo stile di vita delle giovani generazioni di oggi ... il loro modo ‘social’ di interpretare le loro case, gli spazi in cui vivono, lavorano, intrattengono gli amici”, ha dichiarato Renzo Rosso, fondatore di Diesel.

Maximilian Beltrame, l'imprenditore italo-tedesco che è il Presidente e CEO di Bel Invest Group, ha aggiunto: “Siamo entusiasti di aiutare a trasformare Wynwood nel primo vero quartiere urbano rispettoso dei pedoni a Miami, grazie alla nostra lunga esperienza nello sviluppo di immobili in tutta Europa”.

I partner inizieranno le pre-vendite in occasione di un evento di lancio ufficiale in loco nel primo trimestre del 2019. Non è stata comunicata nessuna data precisa in cui sarà completato il progetto.



L'OFFICIEL

DESIGN

Il condominio Diesel Wynwood a Miami

La natura tropicale incontra l'architettura post-industriale. Un nuovo lussuoso spazio di design targato Diesel Living



Diesel aprirà un suo nuovo spazio a Miami nel distretto di Wynwood. Concepito dalla linea **Diesel Living** il progetto seguirà la costruzione di una nuova residenza moderna e contemporanea **il condominio Diesel Wynwood**, un tentativo di fusione tra il panorama artistico e post-industriale della zona circostante e la natura tropicale di Miami. L'edificio sarà progettato da **Zyschovich Architects** e sarà un perfetto esemplare ibrido in cui l'estetica si unisce alla funzionalità offrendo una visione più contemporanea di residenza luminosa e ispirata dalla natura e il benessere. La struttura vanterà del certificato WELL e all'interno si potrà ritrovare una piscina, una palestra, un ambiente di meditazione, una meeting room, un'ampia lobby open-space con una zona dedicata alle exhibition d'arte e un giardino curato dal team Diesel composto da una giungla tropicale per i residenti.

Il progetto è guidato da **Andrea Rosso** e incarna alla perfezione l'atteggiamento del brand, la sua linea dedicata al design vanta collaborazioni con i brand leader del mondo interior: **Scavolini, Seletti, Moroso, Foscarini, Berti, Iris e Mirabello Carrara**. La struttura sarà rivestita in mattone nero con schermi di legno minimalisti e ampie finestre che creano installazioni di luce rifratta. Uno spazio super confortevole e a tutti gli effetti dal design avanguardistico.



FASHIONUNITED



Diesel propose des t-shirts au prix de 5 millions de dollars l'unité

Quelle mouche a piqué Renzo Rosso ? C'est la première réaction qui vient à l'esprit en ouvrant le communiqué envoyé hier soir par la cellule communication de la marque Diesel. Ce dossier de presse affiche un titre accrocheur : « Diesel présente les t-shirts les plus chers jamais conçus » et annonce le lancement d'une campagne de publicité intitulée « The Most Expensive T-shirts Ever » : 143 pièces uniques dont le prix déraisonnable ressemble clairement à une provocation : le t-shirt « D6-L7 » par exemple est estimé à 1.049.000 dollars et le t-shirt « F2-L7 » s'achète au prix de 5.500.000 de dollars.

Cette campagne est lancée aujourd'hui, mardi 3 décembre, au Miami Art Basel. En interne, on qualifie cette annonce insolente "d'approche haut de gamme, typique d'une campagne de mode, avec la touche ironique de Diesel". L'ironie à laquelle est habituée la marque (en 1991, la campagne publicitaire Diesel conseillait par exemple à ses clients de fumer, d'apprendre le maniement des armes et d'augmenter la fréquence de leur rapports sexuels) consiste ici dans un tour de passe-passe : car cette campagne ne célèbre pas réellement la vente de t-shirts onéreux mais le lancement de Diesel dans une toute nouvelle activité : l'immobilier.

En effet, pour la première fois, la marque de vêtements fondée en Italie en 1978 par l'entrepreneur Renzo Rosso (dont la holding personnelle possède également Maison Martin Margiela, Marni, Viktor & Rolf) est entrée dans le monde de l'immobilier en collaboration avec le groupe Bel-Invest. Contrairement aux marques de mode et de luxe qui investissent le secteur par le biais de l'hôtellerie (on pense notamment à Zadig & Voltaire ou encore Bulgari), Diesel a choisi la voie de l'immobilier résidentiel.

« Achète un t-shirt et obtient un appartement gratuitement »

Le premier immeuble résidentiel Diesel avait été annoncé en novembre 2018. Les travaux sont terminés, les appartements sont disponibles au cœur d'un projet situé à Miami, en Floride, dans le cœur de Wynwood, l'un des quartiers les plus branchés de la ville notamment en raison de ses nombreuses galeries d'art, de ses bistrots élégants, de ses bars nocturnes, de ses boutiques de mode chics, de ses peintures murales colorées mais aussi du Wynwood Walls qui est un musée en plein air avec les œuvres à grande échelle de certains des artistes de rue les plus cotés de la planète.

143 appartements sont proposés dans ce que la marque appelle le nouveau condominium Wynwood de Diesel. Les t-shirts mis en avant dans la publicité sont également au nombre de 143. Sur chacun d'entre eux, se détachent sur le devant le plan imprimé d'un des appartements du projet immobilier. C'est en fait l'astuce qu'a trouvé la marque à la fois pour conserver le vêtement au premier plan du projet, mais aussi pour épicer sa nouvelle activité du soupçon d'impertinence qui a constitué son identité dans le secteur de la mode. L'astuce, vous l'avez compris, est assez simple : lorsque vous achetez le t-shirt, vous obtenez gratuitement l'appartement correspondant. Un humour grinçant, bien dans la veine des anciennes campagnes publicitaires de la marque cachant néanmoins un sérieux projet de développement. Les potentiels acquéreurs pourront découvrir les appartements à partir du 4 décembre au Diesel Wynwood Condominium, au 148 NW, 28TH ST, Miami.

FASHIONUNITED



Diesel pone a la venta las camisetas “más caras de la historia” a entre 1 y 5,5 millones de dólares

Madrid – La firma italiana Diesel, buque insignia del grupo OTB, acaba de poner a la venta un total de 143 camisetas que ha calificado como las “camisetas más caras de la historia”. A unos precios que van del millón de dólares de los modelos “D6-L7”, hasta los 1,59 millones de los modelos “F1-L6” y los 5,5 millones de dólares en el caso de las camisetas “F2-L7”.

Un precio descaradamente desorbitado para unas camisetas de algodón dirá más de uno... Idea que quizás se despeje una vez sepa que cada una de estas camisetas trae aparejada consigo, y de manera “totalmente gratuita”, uno de los 143 apartamentos del edificio residencial Diesel Wynwood Condominium. Un complejo de apartamentos ubicado en Miami desarrollado por la firma italiana, en la que supone la primera incursión en el sector de la construcción para la marca fundada por Renzo Rosso.

Interiores desarrollados por Diesel Living

Para el que sin duda es el proyecto más grande y ambicioso de su división Diesel Living, la firma ha proyectado un complejo residencial en el que se fusionan el paisaje artístico y postindustrial que tanto caracterizan al distrito Wynwood de la ciudad de Miami, con todo su atractivo y su cercanía con la naturaleza.

Revestido de ladrillo negro, paneles de madera y unas amplias ventanas, el edificio ha sido desarrollado bajo las directrices creativas de Diesel junto al estudio internacional Zyschovich Architects y el grupo inmobiliario Bel Invest Group. Responsables todos ellos de un complejo de apartamentos que recibirá el certificado WELL certified building, y que contará con 7 viviendas duplex, así como una extensa lista de espacios comunes entre los que destacan desde una piscina de diseño, a un gimnasio, una sala de meditación, espacios para reuniones y un amplio lobby con una zona que actuará a modo de galería de arte. Zonas a los que se encargará de poner la guinda un “extravagante” patio, concebido por Diesel a modo de jungla tropical.

“Wynwood es Miami en su mejor versión”, señalan desde Diesel a través de un comunicado. “Es donde la brisa del océano conecta el agua con el cielo, donde los almacenes abandonados han dado paso a una nueva y vibrante cultura cosmopolita, y donde la ciudad ha desarrollado su lado más ingenioso, a través de herramientas de regeneración y proximidad”. Es en el “corazón de este nuevo Miami”, donde “Diesel presenta su visión de cómo puede ser la vida metropolitana moderna, con una serie de residencias repletas de luz, y con la naturaleza y el confort como guías de todo el proyecto”.



PARTONO I LAVORI A MIAMI

Diesel: in vendita le 143 T-shirt più care al mondo per il nuovo condominio a Wynwood



Entrata nel mondo immobiliare insieme al gruppo Bel-Invest, Diesel lancia oggi, 3 dicembre, la campagna con cui presenta il suo primo edificio residenziale che sorgerà nel distretto di **Wynwood** a Miami.

Il brand ha reclutato l'agenzia creativa **Small**, che ha voluto mettere l'apparel al centro del messaggio. Nasce l'advertisement dal titolo *La T-shirt più cara in assoluto*: 143 magliette che costano quanto una nuova casa. Chi ne acquista una avrà un appartamento in regalo.

Le T-shirt, che riportano la stampa grafica di uno dei 143 appartamenti del condominio Diesel, hanno prezzi tutt'altro che modici: la versione D6-L7 costa 1 milione e 49 mila dollari, ma si arriva addirittura ai 5,5 milioni di dollari per la F2-L7. «Ma se ne comprate una - spiegano dall'azienda - otterrete anche una nuova casa gratuitamente nel condominio di Diesel a Wynwood».

Prima di passare all'insolito acquisto, si può anche dare uno sguardo agli appartamenti: a partire da domani, infatti, sono aperte le vendite e subito dopo inizieranno i lavori, con la previsione di consegnare gli appartamenti entro il 2021.

Il distretto di Wynwood è una zona di Miami in cui il panorama artistico post-industriale dell'area si fonde con l'atmosfera tropicale della metropoli. Qui sorgerà una residenza dal design all'avanguardia, ispirata alla natura e al benessere. Il progetto di interior design evolverà sotto la guida creativa di Diesel e rispecchierà i valori e lo stile di **Diesel Living**.

L'edificio è progettato da **Zyschovich Architects** e sviluppato da Bel Invest Group, realtà immobiliare internazionale con uffici a Miami, Berlino, Barcellona e Vicenza, nata dall'iniziativa dell'imprenditore italo-tedesco **Maximilian Beltrame**.

Sono previsti otto livelli più un seminterrato, con 143 unità abitative che partono da 370mila dollari per arrivare a 5 milioni e 500mila dollari, per un totale di 11.984 metri quadri, più 2.043 metri quadri per attività commerciali.

Il building è certificato **Well** ed è arricchito da piscina, palestra, spa, stanza bambini, lounge, zona relax, sala conferenze e area di lavoro.

Gli appartamenti sono stati studiati per interagire con l'ambiente che li circonda e per catturare la luce, grazie alle ampie vetrate e ai materiali scelti, un mix di marmo, cemento, maglie dorate, tubature e metallo, che conferiscono all'insieme un aspetto futuristico.



LIFESTYLE

Diesel firma un condominio a Miami

Progettato da Zyscovich Architects, conterà 143 unità abitative ideate da Diesel Living, l'ormai celebre collezione per la casa targata Diesel. Ma non solo

Mentre il marchio Roberto Cavalli si appresta a costruire il suo primo **hotel a Dubai**, il gruppo **Diesel** guarda alla Florida, e per la precisione alle strade di Miami, dove sorgerà il primo **edificio residenziale** al mondo firmato dal celebre marchio italiano.

Progettato da **Zyscovich Architects** e sviluppato dal promotore immobiliare **Bel Invest Group**, questo condominio ad alto tasso di design comprenderà 143 unità abitative ideate da Diesel Living, l'ormai celebre collezione per la casa targata Diesel.

Ma non solo, perché al piano terra saranno disponibili anche 2200 metri quadrati di spazi commerciali di alto livello, per un palazzo dal forte stile loft che andrà a incastonarsi nel vivace **quartiere artistico di Wynwood**. "Siamo felici di aiutare a trasformare il quartiere di Wynwood nella prima vera area pedonale urbana di Miami, grazie alla nostra consolidata esperienza nello sviluppo immobiliare in tutta Europa", commenta **Maximilian Beltrame**, Presidente e Amministratore Delegato di Bel Invest Group. "Diesel e Wynwood sono perfettamente compatibili sotto tutti gli aspetti, e ci sentiamo onorati di essere stati scelti per sviluppare il primo edificio Diesel del mondo. Vogliamo creare edifici e dar forma a quartieri in cui le persone non debbano uscire di casa in macchina, ma piuttosto dove possano trovare tutte ciò di cui hanno bisogno quotidianamente, muovendosi a piedi".

Al momento non sono stati resi noti ulteriori dettagli per quanto riguarda le tipologie di appartamenti, i costi e i tempi di costruzione, per i quali bisognerà attendere i primi mesi del prossimo anno. "Diesel Living è il primo vero concetto di modern living a cura di un brand di moda -, sottolinea il fondatore del gruppo **Renzo Rosso**. - Riflette lo stile di vita delle nuove generazioni, che si spostano in tutto il mondo e vivono la vita secondo le proprie regole. Riflette il loro modo sociale di interpretare le abitazioni, gli spazi in cui vivono, lavorano, intrattengono gli amici. Spazi che raccontano molto di loro e della loro personalità. Diesel Living li aiuta a fare proprio questo: mostrare al mondo chi sono. Sono sicuro che questo nuovo progetto sia solo l'inizio di una nuova eccitante avventura".



marie claire

Pourquoi Diesel vend des t-shirts à 5 millions de dollars ?



Pour lancer son projet immobilier, la griffe italienne a eu une idée provocante qui colle parfaitement à son ADN.

À l'heure où nous écrivons ces mots, vos yeux doivent être aussi ronds que les nôtres lorsque nous avons vu passer l'information. Diesel, la griffe italienne de Renzo Rossi a annoncé vendre des t-shirts entre 370 000 et 5 500 000 dollars. Un stratagème marketing qui permet de lancer sur des chapeaux de roues le premier projet immobilier de la marque.

Un t-shirt acheté, un appart' offert

"Diesel présente les t-shirts les plus chers jamais conçus". C'est par ces mots que Diesel lance sa campagne de publicité qui met en avant les 143 t-shirts au prix choc. Mais pourquoi un t-shirt, la pièce la plus basique de notre vestiaire contemporaine, se vend à prix d'or ? Parce que c'est la manière la plus insolente que Renzo Rossi, a trouvé pour promouvoir "Diesel Living", son entrée dans l'immobilier.

Comme annoncé en novembre 2018, Diesel ouvre son premier immeuble résidentiel, composé de 143 appartements, situé à Miami, en Floride. Sur chacun de ses t-shirts en coton blanc, pas de diamants ni de stress, mais imprimé sur le devant, le plan de l'un des 143 appartements du projet immobilier lancé lors de la Miami Art Basel, biennale mode d'envergure, le 3 décembre dernier.

Portez ce que vous achetez semble vouloir dire la marque puisqu'un t-shirt acheté permet d'obtenir "gratuitement" un nouveau chez soi dans cet immeuble Diesel. Exemple : le t-shirt "D6-L7" est vendu à plus de 1 million et permet de repartir avec un appartement de plus de 170 mètres carré disposant d'une chambre et de deux salles de bain et demi et une cave. Celui dont le prix dépasse les 5 millions de dollars donne accès quant à lui à un penthouse de plus de 280 mètres carré et une large salle de bain.

Le lifestyle Diesel

Diesel n'est pas la première marque de mode à s'aventurer dans l'aventure immobilière mais contrairement à des marques comme Zadig&Voltaire, Bulgari, Armani ou [Versace](#), le label a préféré l'immobilier résidentiel à l'hôtellerie. La copropriété Diesel Wynwood a été pensée comme une résidence contemporaine où technologie et nature trouvent un équilibre. On y trouve une piscine, un gymnase, une salle de méditation, un espace de réunion et un espace ouvert avec une galerie d'art ainsi qu'une cour pensée comme une forêt de plantes tropicales.

Pour les intéressés, rendez-vous sur place au Diesel Wynwood Condominium, situé au 148 NW, 28TH ST, Miami. Les visites commencent aujourd'hui et vous pourrez repartir avec un appart pour le prix d'un t-shirt. À moins que ce ne soit l'inverse !

TUSH

Oh du teures T-Shirt



Noch kein Geschenk für Weihnachten und ein paar Millionen übrig? Diesel bietet jetzt eine Lösung für derlei Weihnachtsstress: die wohl teuersten Tshirts der Welt. Zwischen einer und 5,5 Millionen liegt der Kaufpreis für eines der auf 143 Stück limitierten Auflage. Goldbrokat oder Diamantenstein-Stickereien? Nein, das wäre ja einfach. Die T-Shirts prahlen mit dem Print eines Wohnungsgrundriss. Denn, jedem Käufer dieser Tshirts schenkt Diesel eine ganze Wohnung dazu. Was ein Schnapper!

Pünktlich zur Art Basel Miami Beach weitet Diesel seine Ästhetik auf die Welt der Immobilien aus. Wynwood-Wohnanlage heißt das 143 Wohnungen umfassende Projekt in Miami – High Street wörtlich genommen.

Also, schnell hin und ein T-Shirt kaufen, in Miami sinkt die Temperatur um Weihnachten nicht unter 20 Grad.



Oh, you expensive T-shirt

No gift for Christmas and a few million left? Diesel now offers a solution for such Christmas stress: probably the most expensive T-shirts in the world.

The purchase price for one of the 143 limited editions is between one and 5.5 million. Gold brocade or diamond embroidery? No, that would be easy. The T-shirts boast of the print of an apartment floor plan. Because Diesel gives every buyer of these T-shirts an entire apartment as a gift. What a snapper!

Just in time for Art Basel Miami Beach, Diesel is expanding its aesthetics into the world of real estate. Wynwood residential complex is the name of the

143-unit project in Miami - High Street, literally.

So, quickly go and buy a T-shirt, in Miami the temperature doesn't drop below 20 degrees around Christmas.



“La T-Shirt Piú Cara In Assoluto” è la nuova campagna di DIESEL che ti permette di acquistare casa



Nel novembre 2018 **DIESEL**, insieme al gruppo **Bel-Invest**, si è lanciata nel mondo dell'immobiliare acquisendo il primo edificio residenziale **DIESEL** a Miami.

Per promuovere questo progetto è stata lanciata la stravagante campagna “**La T-Shirt Piú Cara In Assoluto**”. In cosa consiste? Saranno messe in vendita 143 t-shirt, una per ogni appartamento del condominio **DIESEL**, al prezzo di costo della casa. Comprando la maglietta otterrete quindi una nuova casa.

Con questa particolare iniziativa, l'azienda si aggiudica quindi il primato per la vendita delle “**t-shirt piú care al mondo**”. La T-shirt “**D6-L7**”, ad esempio, arriva a costare **\$ 1.049 000** mentre la “**F2-L7**” raggiunge un prezzo di **\$ 5.500 000**.

La campagna sarà lanciata il **3 dicembre** durante il **Miami Art Basel** con l'inconfondibile tocco ironico di **DIESEL**. Le vendite sono aperte.



Diesel wants to sell you a five-million-dollars t-shirt

But if you buy it, you'll get a penthouse in Miami for free



For Miami Art Basel, **Diesel** has just put the world's most expensive t-shirts up for sale. Did you think paying 500€ for a t-shirt was too much? The brand's new limited-edition t-shirt capsule ranges **from half a million to five million dollars per piece**. The name of the campaign could not be clearer: "**The Most Expensive T-Shirt Ever**". But if you buy a t-shirt, you're also going to buy an apartment in the Diesel condominium in Wynwood, Miami. The line includes only 143 t-shirts, one per apartment for sale, on each one is printed the floor plan of the apartment to which it corresponds. The official presentation will take place today December 3rd at Art Basel while from tomorrow you can visit the houses at the **Diesel Wynwood Condominium** in Miami.

Diesel's new **condo**, designed by Zyschovich Architects, could be defined as the most bizarre collaboration of the year. The Italian brand has entered the real estate market in partnership with the Bel-Invest real estate group and has purchased a **high-design residence** that blends post-industrial aesthetics with proximity to nature and is located in the most exciting and cosmopolitan Miami neighborhood, **Wynwood**. Cement, metal and plant elements are the protagonists of this luxury residence, which includes thirteen duplex penthouses and a series of dépendances with private terrace. A tropical garden, swimming pool, gym, meditation room, meeting room and open-plan lobby with an art gallery are also part of the living project. In addition, the apartments have different shades depending on their exposure and the futuristic setting is augmented by the light installations and reflective surfaces in the hallways and lounges.

Diesel is a brand that has made **provocation** its signature. The same concept with which it was founded - the new denim made to "age" artfully - is imbued with irony. And his promotional campaigns have never been outdone. Ironic, provocative and irreverent, the brand's marketing strategy has become famous for its ability to **dislodge audiences**. But until now they had only sold clothes. The campaign "The Most Expensive T-Shirt Ever" this is perhaps the first time that a fashion brand mixes the logic of the limited drop with the world of real estate and luxury living. Many brands own their own line for the home, Gucci and Versace are the most illustrious example, but no brand had literally sold luxury homes with their signature on it. Like all other campaigns in the brand, this one has proved **unprecedented**.

The complete collection of the 143 "most expensive t-shirts ever" will be presented **today at Miami Art Basel** while from tomorrow visits to the luxury condo Diesel Wynwood will begin. If you are curious about the precise location, [click here](#).



Newsweek

EVERYTHING YOU NEED TO KNOW ABOUT MIAMI'S ART BASEL THIS YEAR



Miami's now solid presence as a major artistic and creative cultural hub can be unmistakably seen and felt at the upcoming [Art Basel](#) and [Wynwood Walls](#), the historic Miami neighborhood and street art movement that pulls in visitors throughout the year.

RELATED STORIES

[Starchitects Flock to Miami](#)

Over 2 million visitors have come to Wynwood Walls this past year to see the graffiti talents of numerous immigrant and local artists as part of the "Walls of Change": The vibrant murals often convey the message that street art can bring joy, hope and peace. "What began as a passion snowballed into an artistic community," said Jessica Goldman Srebnick, CEO of Goldman Properties, the founders, owners and operators of Wynwood Walls. "The DNA of the neighborhood is a creative spirit."

The melting pot that is Miami now covers seven neighborhoods, with everything from Cuban to art deco influences. The city attracts the cultural cognoscenti, serious art collectors, musicians like Marc Anthony and comedians, including Jim Gaffigan.

"I've been going to Art Basel since 2002," says city resident [Suzy Cordish](#), who procures art for the many casinos she co-owns throughout the country. "Miami has become a huge draw that attracts people who move here, including an international and diversified population. It really is the epicenter of the arts scene."

Art Basel (which started in 2002 in Miami Beach) attracted 83,000 visitors in five days in 2018; more visitors are anticipated this year. This year, there is a special inaugural sector called "Meridians" dedicated to large-scale installations, performances and videos.

The South Florida tour company [Dragonfly Expeditions](#), which has seen a strong demand from both locals and visitors for its arts-driven packages, works with top-notch curators and offers exclusive access to galleries and private homes. "Art Basel used to be in the beach area, and now there are exhibitions all over Miami; it has really put the city on the map (culturally)," says managing partner Alison Klapper León, who noted that the neighborhoods have gravitated more toward the arts during the past decade. "South Beach was a resort city; in 12 years it has taken a different turn."

Hotels, too, are getting more involved in the artistic spirit.

The [Betsy South Beach](#) has several photographs in a show called "Facing Ourselves," curated in 20,000-square-foot-space by co-owner, Lesley Goldwasser. "This show started with the 'Muhammad Ali in Miami' collection by Andrew Kaufman," says Goldwasser. As part of this, visitors will also see the "The Color of Jazz" with works by the late color photography pioneer, Pete Turner. Also on display are the photographs of the late Andy Sweet who immortalized the life of Holocaust survivors on Miami Beach.

"I hope we can help great artists get the recognition they deserve," she adds. "Many of our artists are already accomplished, they have had solo shows at important museums, have pieces in important collections and are represented by great galleries, but if we can help elevate their work even in a small way, whether they are recognized or not, we will be happy."

Collaborations between artists and brands are now becoming more common, with many major announcements timed to take place specifically in the city during Art Basel. The French furniture brand, [Roche Bobois](#), has partnered with world-renowned Portuguese artist Joana Vasconcelos to create six of their signature pieces—from Ava chairs to Cute Cut coffee tables—to be unveiled during Art Basel Miami; these will debut during a private viewing at the Perez Art Museum Miami from December 2 to 5. The pieces will be privately auctioned off with proceeds benefiting Vasconcelos's [charity](#).

The Italian fashion brand, [Diesel](#), will unveil more details of its first branded 143-unit living condominium building in Wynwood during Basel this year; sales start early 2019. Guests who stay at Bal Harbour hotels, including the [St. Regis](#) and [Ritz-Carlton](#), have free access to nearly all of South Florida's cultural institutions and museums including the Pérez Art Museum Miami and Bass Museum. The Phillip and Patricia Frost Museum of Science, which opened in 2017, pulls in around 750,000 visitors annually.

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[Adrien Brody and the Ostentatious Glory of Art Basel](#)

Pace Gallery, which is well-known for supporting contemporary art, will present an exhibit called "Echoes" at the Miami Beach Convention Center, pairing new works by contemporary artists with 20th-century figures who have done a lot for art history.

Artist [Amanda Perna](#), who will collaborate with the [Cadillac Hotel](#) during Basel for a European-inspired, retro-themed "Artcade," says that she moved to Miami right after Superstorm Sandy and initially her friends were skeptical about her decision. "But I wanted to be in a city where something was emerging and blossoming; there's an arts scene all up and down the Florida coastline, and Miami in particular," she says. While critics have commented that the Basel scene has become far too commercial and that smaller artists are getting pushed out, the energy and spirit of the cultural scene has resulted in more collaborations—even with lesser-known artists.

The Fashion Plate

Diesel Opens Condominiums In Multi-Cultural Wynwood Miami District.

Diesel enters the world of real estate opening their first residential building. The Italian luxury denim company selected Miami's up and coming Wynwood neighborhood as their first residential location. The Wynwood district is most known for its outdoor graffiti museum showcasing colorful murals over 50 square blocks. The large-scale artworks are created by the world's best-known street artists making Wynwood the largest and most culturally diverse art gallery in the world.

Wynwood's surrounding streets house craft breweries, organic eateries, and funky retail stores. It is Miami's hottest new location and is currently home to Pharrell's *Billionaire Boys Club*. And rumor has it LeBron James will open a retail tennis shoe store there.

For the new real estate development project Diesel partnered with Bel Invest Group, an international real estate investment company based in Vicenza, Italy. The new Diesel Living Condominium complex is a 143-unit compound. The project will have a "loft-style" design, 226,000 square feet of residential space and about 24,000 square feet of ground-floor retail space.



The [Diesel Wynwood] complex is a modern residence where the artistic and post-industrial landscape of the surrounding area blends with the tropical atmosphere of the metropolis.

Statement from the Diesel press

Diesel isn't the first luxury Italian brand to build in Miami, Florida. About two years ago, Fendi and the Chateau Group completed Fendi Chateau, the first Fendi-branded condo building in the world in Surfside. Related and Dezer Development also partnered with the Residences by Armani/Casa in Sunny Isles Beach.

Collateral

DIESEL e la maglietta più cara al mondo



Volete una casa gratis? Con **DIESEL** è possibile, basta compare una T-shirt a soli 1.049.000 dollari.

Era il novembre 2018, quando l'azienda e marchio italiano conosciuto a livello globale ha annunciato la sua entrata nel mondo immobiliare e oggi, a un anno esatto di distanza DIESEL, insieme a **Bel Invest**, è pronta a mettere in vendita i primi appartamenti del suo condominio a Miami.

Nel quartiere di **Wynwood**, uno dei più ricchi e belli della città americana, da cui si può godere sia una stupenda vista sull'oceano sia ampi spazi verdi, il palazzo firmato DIESEL offre tutti i comfort, dalla piscina alla palestra, da una sala meditazione a un open-space adibito a galleria d'arte.

Per il lancio ufficiale di questo progetto, DIESEL ha pensato a un'originalissima campagna che riesce a mantenere il focus sull'apparel dal titolo "**La T-Shirt Più Cara In Assoluto**". In pratica sono state realizzate 143 magliette con le stampe degli appartamenti in vendita, che avranno un costo variabile dai 449.000 dollari a 5.500.000 dollari.

Effettivamente il prezzo è un po' alto, però se partiamo dal fatto che in omaggio si riceverà una casa possiamo considerare la t-shirt letteralmente regalata.



La campagna fotografica realizzata dall'agenzia creativa SMALL e dal fotografo Hernan Corera verrà presentata oggi all'Art Basel di Miami, mentre le magliette saranno disponibili dal 4 dicembre esclusivamente presso il Diesel Wynwoon Condominium.





DIESEL LAUNCHES THE WORLD'S MOST EXPENSIVE T-SHIRT (WITH FREE CONDO)

December 3, 2019

Diesel has extended its Diesel Living offshoot to enter the real estate market. It has teamed up with real estate group, Bel-Invest, and the first residential Diesel building is located in Miami, Florida. Read the brochure (below) to experience the unintentional humour of real estate writing.

Meanwhile, the project is also being advertised in a more Diesel-like manner by creative agency, Small. Diesel has launched "the most expensive t-shirts in the world" – The Condo T-shirts, a collection of 143 unique tops whose cost approximates that of a new dwelling. With each t-shirt, the front-side graphic is of one of the apartments. T-shirt D6-L7, for example, will cost US\$1,049.000. T-shirt F2-L7 has a price tag of US\$5.500.000. But if you buy one, you also get its condo for free.



The campaign, which was directed and photographed by Hernan Corera, launched on December 3 in Miami and features a typical high-end (and at the same time high-street) fashion campaign approach, with Diesel's hallmark ironic touch.



The Stable - Online - Austria - 04 December 2019 - 2/2

Read the brochure:

THE DIESEL WYNWOOD CONDOMINIUM - WHERE THE DESIGN OF URBANE CREATIVE LIVING MEETS THE HARMONY OF THE NATURAL ELEMENTS

As a fusion between sea and city, Miami's Wynwood district is home to the largest, most ambitious project yet from Diesel Living: a contemporary residence where the surrounding artistic and post-industrial scape merges with the nearness of nature—the essence of DIESEL, conceived for the first time as a dramatic, luxurious space of comfort and cutting-edge design.

Wynwood is Miami at its best. It's where the ocean breeze carries the water and the sky, where disused warehouses have birthed a vibrant new cosmopolitan culture, and where a city of artful regeneration and proximity to the elements has taken root. And, at the heart of this new Miami, DIESEL presents a vision of what modern metropolitan life can be with a light-filled residence guided by nature and well-being.

The Diesel Wynwood, a WELL-certified building, is enriched by a host of rivetingly designed areas, including a vividly contemporary pool, gym, meditation room, meeting space, and an expansive, open-space lobby with an art gallery zone, plus the extravagance of a courtyard, which in DIESEL's hands becomes a jungle of tropical plants for residents.

Bringing light into living spaces, and nature inside, apartments feature gradient walls and discreetly reflective surfaces that capitalize on the sun. Living spaces are rendered in varying shades according to their directional orientation. This includes 7 individually designed penthouse duplexes and *maisonettes* with private terraces. Cosmic swirls of liquid marble cloak the lobby, halls and corridors, and apartment bathrooms, rendering these interiors nearly hallucinogenic in their effect.

The symbiosis of nature and urbanity at Diesel Wynwood sees the building's tropical greenery complemented by bold industrial materials of concrete, golden mesh, pipes, and metal. Nature brings shadows on concrete defining the interior's wallpapers that reflect what happens in the courtyard. The hybrid aesthetic, designed for the most modern of free thinkers, brings art into living—and shared spaces in the building highlight the creativity of this bravely unconventional community.

Refracted light installations and infinite mirror reflections create staggeringly surreal spaces to move through in hallways and lounges, a sensorial experience that imparts a futuristic and even mind-bending feeling to the everyday in this forward-looking living space.

Clad in black brick with minimalist wood screens and broad glass windows, and a daring colourful finish on the structure, Diesel Wynwood reflects the warehouses of the neighbourhood in an avant-garde key, with a structure that declares the audacity of the state-of-the-art residence inside. Diesel's distinctive approach—twisting luxury, nature, and the post-industrial city into a dynamic modern aesthetic—forges a unique home that joins together today's most intelligent and imaginative denizens to live in this visionary enclave.

The interior design project grows under the creative guide of DIESEL and reflects the values and the distinctive style of DIESEL LIVING. The building is designed by Zyschovich Architects and developed by Bel Invest Group, an international real estate developer with offices in Miami, Berlin, Barcelona, and Vicenza (Italy).

Fact Sheet	
Levels	✓ 8 + underground
Ceiling heights	✓ 11 ft
Units	✓ 143
Residential Sqft	✓ Sqft 129000
Commercial Sqft	✓ Sqft 22000
Amenities	✓ Pool, Gym, SPA, Kids Room, Lounge, Chill out area, Conference Room, Working Area
Prices	✓ from 370.000\$ to 5.500.000\$
Sizes	✓ from 395 sqft to 3021 sqft
Building address	115 - 167NW, 28th street Miami 33127 FL



Diesel Presents... The Condo T-Shirts—The Most Expensive T-Shirts Ever!

Buy the T-Shirt “F1-L6” for \$1.599.000 and get an apartment for free!



As announced in November 2018, for the first time ever DIESEL, together with the real estate group Bel-Invest, has entered the world of real estate with the first residential DIESEL building, located in Miami, Florida.

And what was the workaround to keep clothes front-and-center in the project, starting from the launch? An unconventional campaign called “The Condo T-shirts—The Most Expensive T-Shirts Ever”: 143 unique tops that cost the approximate of a new dwelling, each t-shirt featuring a front-facing printed graphic of one of 143 apartments at DIESEL’s Wynwood condo development.

With near certainty, the company claims that these are “the most expensive t-shirts in the world.” T-shirt “D6-L7”, for example, clocks in at a tab of \$1.049.000. T-shirt “F2-L7” has a price tag of \$5.500.000. But if you buy one, you get a new home—in DIESEL’s brand new Wynwood condominium for free.

US start-up **SMALL** present “The Condo T-shirts—The Most Expensive T-Shirts Ever” for Diesel. The good news, though, is that if you buy one of those t-shirts, you get a Diesel Wynwood apartment FOR FREE.

Not exactly the industry Diesel is associated with! So, SMALL starting with what DIESEL is world-renowned: clothing. They created a collection of 143 one-of-a-kind t-shirts: the Condo T-shirts. In each one, the floor plan of one of the 143 apartments was printed with very unaffordable prices. Actually, they can almost certainly claim that those are “the most expensive t-shirts ever.” T-shirt “F1-L6”, for example, costs \$1,599,000. While t-shirt “F2-L7” costs \$5,500,000. And yes, if you buy one of those t-shirts, you get a Diesel Wynwood apartment FOR FREE.

Founders Luca Lorenzini and Luca Pannese said: “It’s always a pleasure to work with brave clients. And Diesel is one of the bravest. Together with them, we wanted to create a real estate campaign that was different from all the other real estate campaigns that are around. And this is how “the condo t-shirts” was born. With this campaign, Diesel, once again, decides to challenge conformity to create something totally unexpected. We’re extremely excited and grateful to have been part of this project.”

The campaign, created by the creative agency SMALL and directed and photographed by Hernan Corera, will be launched on December 3rd in Miami and features a typical high-end (and at the same time high-street) fashion campaign approach, with DIESEL’s unmistakably ironic touch.



Diesel lancia la t-shirt più cara del mondo, costa quasi 5 milioni di euro e nasconde un “segreto”

Diesel ha lanciato un progetto molto particolare per inaugurare il primo edificio residenziale che porta la sua firma. Ha prodotto 143 t-shirt decorate con le piantine degli appartamenti in vendita ma la cosa particolare è che il loro prezzo è davvero da capogiro, tanto da essere state definite le magliette più care al mondo.

Diesel non è solo una delle Maison di moda più famose al mondo, lo scorso anno ha anche debuttato nel settore immobiliare. Servendosi della collaborazione del gruppo **Bel-Invest**, ha realizzato il primo edificio residenziale che porta la sua firma. È situato a Miami, in Florida, è uno spazio all'avanguardia che fonde lusso, confort e design all'ultimo grido, composto da ben 143 appartamenti. Il condominio è dotato anche un'area dedicata allo svago con piscina, palestra, sala di meditazione, sala riunioni, galleria d'arte e giardino con piante tropicali. Solo oggi, però, c'è stata la sua inaugurazione e per l'occasione il brand non poteva non pensare a un progetto speciale. Ha infatti lanciato una campagna non convenzionale chiamata "La T-Shirt Più Cara In Assoluto", una collezione di 143 magliette, tutte bianche ma decorate con la stampa grafica frontale di una delle abitazioni del condominio Diesel a Wynwood.

Qual è la loro particolarità? Il prezzo davvero proibitivo, visto che valgono praticamente quanto una casa nuova. Quella dedicata all'appartamento D6-L7, ad esempio, viene venduta a 1.049.000 dollari, ovvero quasi 950.000 euro, mentre quella dell'F2-L7 ha un prezzo di 5.500.000 dollari, cioè quasi 5 milioni di euro. All'apparenza sembra una follia, soprattutto considerando il fatto che si



tratta di una semplice t-shirt di cotone che potrebbe essere riprodotta con una certa facilità, ma il progetto nasconde un piccolo "segreto". Chi compra una maglietta ottiene anche una nuova casa gratuitamente nel condominio di Diesel. L'originale campagna è stata creata dall'agenzia creativa Small, mentre a dirigere la fotografia è stato Hernan Corera. Tutti quelli che non vogliono acquistare una casa "a scatola chiusa" potranno visitare l'edificio a partire dal 4 dicembre, quando finalmente saranno aperte le vendite all'interno del **Diesel Wynwood Condominium**.



GLOBE STYLES

Your style meet your real life

Diesel Wynwood Miami condominio: la campagna unconventional, la T-Shirt più cara al mondo



La campagna non convenzionale “La T-Shirt Più Cara In Assoluto” per il lancio del condominio Diesel Wynwood a Miami. Scoprite tutto su Globe Styles

Diesel Wynwood Miami condominio – Come annunciato a Novembre 2018, per la prima volta Diesel, insieme al gruppo immobiliare Bel-Invest, è entrata nel mondo dell’immobiliare con il primo edificio residenziale Diesel, situato a Miami, in Florida.

E quale è stata la soluzione per mantenere l’apparel al centro dell’attenzione nel progetto, ad iniziare dal suo lancio? Una campagna non convenzionale chiamata **“La T-Shirt Più Cara In Assoluto”**: 143 t-shirt che costano all’incirca quanto una nuova casa, ogni capo presenta una stampa grafica frontale di uno dei 143 appartamenti del condominio Diesel a Wynwood.

L’azienda afferma, quasi con certezza, che queste sono le “t-shirt più care al mondo”. La **T-shirt “D6-L7”**, ad esempio, arriva a costare 1.049.000\$. La **T-shirt “F2-L7”** ha un prezzo di 5.500.000\$. Ma se ne comprate una, otterrete anche una nuova casa gratuitamente – nel nuovissimo condominio di Diesel a Wynwood.

La campagna, creata dall’agenzia creativa SMALL e diretta e fotografata da Hernan Corera, viene lanciata oggi nel corso del **Miami Art Basel 2019** con l’inconfondibile tocco ironico di Diesel.

Prima di decidere di acquistarne una, potete anche dare una sbirciatina per vedere [come saranno gli appartamenti](#), a partire dal 4 Dicembre al Diesel Wynwood Condominium – 148 NW, 28 TH ST, Miami.

Le vendite sono aperte, che cosa state aspettando?



Le T-shirt più care al mondo le mette in vendita Diesel. Sono 143 per il building a Wynwood



Il brand, entrato nel mondo immobiliare insieme al gruppo Bel-Invest, lancia la campagna con cui presenta il suo primo edificio residenziale che sorgerà nel distretto di Wynwood a Miami. **L'agenzia creativa Small, fondata a NY da Luca Lorenzini e Luca Pannese**, ha messo l'apparel al centro dell'annuncio che propone **143 magliette che costano quanto uno degli appartamenti, di taglie e cifre diverse**. Chi ne acquista una avrà lo avrà infatti "in regalo".

Il palazzo ospiterà 143 appartamenti progettati da Diesel living e circa 2.200 metri quadri di spazi commerciali di alto livello al piano terra.

Diesel verkoopt T-shirt van een paar miljoen

Zoals al eerder aangekondigd, betreedt Diesel samen met de vastgoedgroep Bel-Invest de vastgoedwereld met het eerste residentiële Diesel gebouw in Miami. Vandaag is de lancering van de onconventionele campagne The Condo T-shirts (De duurste T-shirts ooit). Op elk T-shirt staat een grafische afbeelding van een van de 143 appartementen en heeft de waarde van de bijbehorende woning. De prijzen lopen in de miljoenen, maar als je een T-shirt koopt, krijg je er wel gratis een gloednieuwe woning bij. De Diesel Wynwood is een WELL-gecertificeerd gebouw en bevat een zwembad, een fitnessruimte, een meditatieruimte, een vergaderruimte, een open lobby met een kunstgalerij en een extravagante binnenplaats, die is omgetoverd in een jungle van tropische planten. In het interieur vind je marmer, industriële materialen als beton, gouden gaas, pijpen en metaal, graffiti-geëetste betonnen muren en spiegelreflecties. De kamers zijn bekled met zwart baksteen, minimalistische houten schermen en brede glazen ramen, een afwerking die de structuur weerspiegelt van de Wynwood pakhuisen.



Moda - Comprare una maglietta per avere una casa, l'iniziativa della Diesel

Che Donna |  5205 |  Crea Alert | 3 ore fa

Spettacoli e Cultura - Diesel presenta la Condo t-shirt, la maglietta più cara di sempre. In omaggio sarà disponibile anche una casa a Miami, l'idea del patron Renzo Rosso per festeggiare i 10 anni di partnership con il gruppo Bel-invest ...

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Organizzazioni: [diesel moda](#)

Luoghi: [miami](#)

Tags: [maglietta casa](#)



chedonna.it

Moda | Comprare una maglietta per avere una casa, l'iniziativa della Diesel

Diesel presenta la Condo t-shirt, la maglietta più cara di sempre. In omaggio sarà disponibile anche una casa a Miami, l'idea del patron Renzo Rosso per festeggiare i 10 anni di partnership con il gruppo Bel-invest.

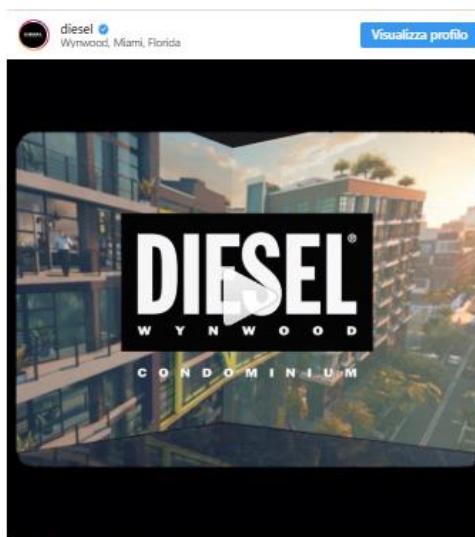


L'abito non fa il monaco, forse, ma la casa sì. Parola di **Diesel**, il noto marchio d'abbigliamento italiano, infatti, ha instaurato una partnership con il gruppo **Bel-Invest** in occasione del decimo anniversario della linea di arredamento Diesel Living. Un sodalizio destinato a rinnovare i canoni dell'architettura e del marketing internazionale, poiché il noto brand ha lanciato – con l'occasione – un'iniziativa particolare destinata a far discutere.

Alla base di tutto c'è una t-shirt che rappresenta la planimetria di una casa, il capo d'abbigliamento (da oggi in commercio, disponibile solo in 143 modelli) è il più costoso di sempre. Legato ad esso c'è una casa in omaggio. Questa l'idea del colosso capitanato da Renzo Rosso: l'operazione **Diesel x Wynwood** coniuga **il glamour e l'architettura** per evidenziare il connubio fra arte e lifestyle, tutto questo incide sul prezzo di costo. Una "Condo t-shirt", infatti, oscilla dai 370mila agli oltre 5milioni di dollari: il modello "A1-L7" viene poco più di 400mila euro mentre per la "D6-L7" serve meno di 1milione di euro.

Diesel, arriva sul mercato la t-shirt più cara di sempre: chi la acquista avrà una casa in omaggio

Su ciascun modello troneggia, in particolari finiture studiate e arricchite di guarnizioni particolari, **la pianta di ogni stabile**: una sorta di resoconto catastale piegato alle esigenze della moda. Si può fare tendenza ed economia in modo differente alimentando persino il mercato immobiliare. **Diesel** non vende sogni ma solide realtà, come diceva già qualcuno. Ora il mattone non sarà reperibile soltanto in agenzia. I più fortunati, e disposti, potranno acquistarlo entrando semplicemente in un negozio d'abbigliamento. **La casa, al contrario delle magliette, non può restringersi con un lavaggio.** E menomale. Il fine ultimo è quello di non incontrare, in nessun caso, problemi di taglia.



[Visualizza altri contenuti su Instagram](#)



Mi piace: 4,237

diesel

143 one of a kind t-shirts. Buy one of them and get an apartment in the most uniquely designed building of Miami... FOR FREE*. #dieselynwood #condotshirts
*Check the link in bio for details

For the first time ever, together with the real estate group Bel-Invest, Diesel and @diesellynwood entered the world of real estate with the first residential Diesel building, located in Miami's Wynwood district.

[mostra tutti e 64 i commenti](#)

[Aggiungi un commento...](#)



 MVC MAGAZINE

Compra una T-shirt Diesel e la casa è in regalo

Il brand italiano **Diesel** ha messo in vendita una **t-shirt dal valore di 5 milioni di dollari**, ma se la comprate avete **in regalo** una casa... e che casa. **Un bellissimo attico a Miami !**

Se fino ad oggi credevate che pagare una maglietta di Gucci o di Balmain, ad esempio sui 200 euro fosse tanto, ora quella di Diesel è quasi irraggiungibile. Assurdo ma vero, in occasione del **Miami Art Basel**, **Diesel** ha appena messo in vendita una capsule collection di **t-shirt più care del mondo** con prezzi che si aggirano **da mezzo milione a cinque milioni di dollari al pezzo**, e chi acquisterà una maglietta, *acquisterà anche un appartamento nel condominio Diesel di Miami.* La presentazione ufficiale è avvenuta ieri 3 dicembre, mentre da *oggi 4 dicembre è possibile anche acquistare* maglietta e immobile (o per alcuni visitare e sognare).



Il condominio Diesel, **progettato da Zyschovich Architects** e definito come la co-lab più bizzarra dell'anno, si trova nel quartiere più eccitante e cosmopolita della città, **Wynwood**. Cemento, metallo ed elementi vegetali sono i protagonisti di questa residenza di lusso, che include tredici attici duplex e una serie di dépendances con terrazzo privato. Fanno parte del progetto living anche un giardino tropicale, una piscina, una palestra, una sala meditazione, una sala riunioni e una lobby open space con galleria d'arte annessa. Gli appartamenti hanno tonalità diverse a seconda della loro esposizione e l'ambientazione futuristica è aumentata dalle installazioni luminose e dalle superfici riflettenti nei corridoi e nelle lounge.

Diesel è un brand che ha fatto della **provocazione** un marchio di fabbrica e anche se moltissimi brand possiedono infatti la propria linea per la casa, Armani, Fendi, Gucci e Versace sono alcuni esempi, *nessun marchio finora aveva letteralmente venduto case di lusso con sopra la propria firma.*

La linea include solo 143 t-shirt, una per appartamento in vendita, e su ognuna è stampata la planimetria dell'appartamento che andrete a comprare. Una maniera piuttosto insolita di trovarsi in mano le chiavi di un attico a Miami comprando giusto una T-shirt bianca.

Estas camisetas de Diesel cuestan un ojo de la cara, pero vienen con apartamento incluido

Diesel ha lanzado las que se jactan de ser las camisetas más caras del mundo. Su exorbitante precio tiene, sin embargo, un motivo: vienen con apartamento incluido.



A la firma italiana de moda Diesel parece habérsele ido la mano (y mucho) con sus precios. **La marca acaba de lanzar una nueva colección de camisetas que se mueven en una horquilla de precios de entre cientos de miles de dólares y 5,5 millones de dólares.**

Aun así, y aunque parece descabellado pagar semejantes y exorbitantes precios por meras camisetas, lo cierto es que éstas vienen con una suculenta sorpresa bajo el brazo: un apartamento ("gratis").

Todo forma parte en realidad de una campaña para vender las bondades de la nueva aventura empresarial de Diesel. **La firma transalpina ha decidido probar suerte en el mercado inmobiliario con un edificio de apartamentos pertrechado de su propia marca en Miami (Florida).**

El edificio Diesel Wynwood consta de 143 apartamentos y es fruto de la colaboración de la compañía italiana con la inmobiliaria Bel-Invest.

Fiel a su **delirante originalidad** en materia publicitaria Diesel ha decidido promocionar las viviendas comercializando las que se jactan de ser las camisetas más caras del mundo.

Las camisetas están decoradas con planos de los apartamentos que que "recibirán" aquellos que decidan adquirirlas, si bien en letra pequeña se advierte a aquellos compradores excesivamente crédulos que todo es en realidad un "gag" publicitario.

Detrás de la nueva e inusitada acción publicitaria de Diesel está **la agencia Small**, cuyo último objetivo fue en todo momento crear una campaña inmobiliaria totalmente diferente de las que son habituales en este mercado.

"Con esta campaña Diesel desafía una vez más los estándares para crear algo totalmente inesperado", explican Luca Lorenzini y Luca Pannese, fundadores de Small.



**T-SHIRT D6-L7
\$1,049,000.00**

BUY IT AND GET
APARTMENT D6-L7
FOR FREE

DIESEL®
WYNWOOD
CONDOMINIUM

TERMS AND CONDITIONS: TO GET IT YOU HAVE TO BUY IT. THAT THE APARTMENTS ARE NOT REALESTATE, BUT SIMPLY MORE THE OPPORTUNITY YOU BUY AN APARTMENT AND YOU'LL GET A T-SHIRT. APARTMENT DESIGNED BY DIESEL. ONLY SELECTED BUYERS CAN GET AS DESCRIBED BELOW. ALL TERMS AND CONDITIONS ARE SUBJECT THESE OFFERINGS STATEMENT IS NOT A SALE PAPER UNDER EXCISE LAW.

LUXURY APARTMENT WHEN YOU BUY A T-SHIRT AT THAT PRICE, YOU'RE ACTUALLY PAYING FOR IT. TO BE TOTALLY MORE DETAILS, PRICES MAY VARY. ADDITIONAL FEES APPLY, INCLUDING TITLE AND TRANSFER FEES AND TAXES. DISCRETION OF BEL INVEST, WHICH IS SOLELY RESPONSIBLE FOR SALES, T-SHIRTS AND APARTMENTS SUBJECT



Camiseta + cara do mundo

Peças de roupa da Diesel oferecem apartamentos 'de graça'

A grife italiana **Diesel** lança uma **linha de camisetas** com preços que partem de **centenas de milhares de dólares e chegam até US\$ 5,5 milhões**. Mas cada uma delas oferece ao comprador **um apartamento "de graça"**.

Na verdade, tudo isso faz parte de uma **campanha para o novo empreendimento comercial da empresa**, que está apostando no **mercado imobiliário**, com o lançamento de um **condomínio da marca Diesel**, em Miami, Flórida.

O empreendimento **Diesel Wynwood**, que conta com **143 apartamentos**, é uma parceria com a imobiliária **Bel-Invest**.

Para promover o negócio, o anunciante convida o público a comprar "**a camiseta mais cara do mundo.**" As peças de roupa trazem as **plantas dos apartamentos** que os compradores "*receberão*" com a compra.

A agência **Small**, de Nova York, assina campanha que divulga a iniciativa, composta por filme (assista abaixo), peças para mídia impressa, *out of home* e estratégia digital.





WOW MAGAZINE - Gossip

LA T-SHIRT PIÙ COSTOSA MAI ESISTITA \$1,599,000.00 È FIRMATA DIESEL



Per comprare questa maglietta ci vuole un salvadanaio bello grande. È firmata Diesel ed è la T-shirt più cara di sempre e non tanto perché da domani 4 dicembre in vendita se ne troveranno solo 143 ma perché con il capo si porta a casa anche un appartamento a Miami «for free».

Si tratta dell'ultima campagna fuori dall'ordinario pensata dal brand italiano per lanciare il Diesel Wynwood Condominium di Miami. La multinazionale italiana con sede a Breganze aveva annunciato già un anno fa il suo ingresso nel mercato immobiliare in partnership con il gruppo Bel-Invest in occasione del decimo anniversario della linea di arredamento Diesel Living.

Ora, stampata su cotone, si può vedere la planimetria degli appartamenti «loft-style» progettati da Zyschovich Architects e situati in una zona della metropoli americana contraddistinta dalla vivacità artistica immersa in uno scenario post-industriale circondato dal verde. Non a caso la campagna diretta e fotografata da Hernan Corera è stata presentata oggi nel corso del Miami Art Basel.

L'operazione Diesel x Wynwood vuole sottolineare comunque il legame tra il brand e l'abbigliamento: ciò che si acquista è la maglietta, la casa è in regalo. Il prezzo di una «Condo t-shirt» oscilla dai 370mila agli oltre 5milioni di dollari: il modello "A1-L7" viene poco più di 400mila euro mentre per la "D6-L7" serve meno di 1milione di euro. Non sarà per tutte le tasche ma non si può certo dire che questa tipologia di compravendita non sia originale. Quando una t-shirt diventa, in maniera piuttosto irrituale, il passo precedente la consegna delle chiavi di casa.



If You Buy One of Diesel's Million-Dollar Miami Condo Shirts, You Are a Villain



There isn't much to say, fashion-wise, about Diesel's latest line of Miami T-shirts. For prices ranging from an upsetting \$370,000 to a fully unconscionable \$5.5 million, the Italian fashion brand will sell you a cotton shirt that "comes with" a Miami condominium.

As fashion, the shirts – which show the floor plan of Diesel's new Wynwood condos – are boxy and unflattering and look like something you'd wear while painting drywall after a divorce. But everyone on Earth knows this stunt is stupid, including the brand itself, which described the move as "unmistakably and ironically DIESEL" in press materials yesterday. Interested parties can buy the so-called shirts beginning today, just in time for Miami Art Week.

"How does a storied luxury brand communicate its foray into residential real estate?" the company asks rhetorically in its press release. "By selling clothes of course. DIESEL has created an unconventional, bold approach to the process of buying an apartment. Introducing 'The Condo T-Shirts – The Most Expensive T-Shirts Ever,' a range of 143 unique t-shirts, each featuring a corresponding floorplan of an actual DIESEL Wynwood unit and retailing for the approximate cost of a new dwelling." Cool.

In the grand scheme of things, the clothing here is obviously meaningless. If you'd spend \$1.3 million on just a shirt, you are too dumb to be reading this column and to be commanding millions of dollars in capital investments. Please donate your fortune to someone smarter. As stated earlier, the shirts don't matter as fashion and could just as easily have Garfield or clipart of a baseball or Jeb! 2016 on them and they'd have the same impact. The clothes aren't valuable as wearable items so much as they are artifacts of an era in which Miami's real-estate industry ran roughshod over the town, and the city ceded control of its assets to some of the most boring people alive.

The shirts are an abject lesson in Doing Basel Wrong. Yes, Art Basel is an orgiastic display of wealth perpetrated by a collection of people who should, in fairness, almost all probably be guillotined. But most of those people are at least *trying* to be outlandish, and if you can stomach all the yachts and drugs and obscene amounts of money being thrown around town all week, Art Basel at least makes for interesting people-watching. You might, you know, see someone wearing a hat shaped like a Bundt cake. But this? This is just goddamn boring:

And though the shirts are unbearably dumb-looking, they're boring in an instructive way, in that Diesel hired an agency to come up with literally anything interesting to do with or say about a condo complex, and *this* is the best they could produce.

New Times this week chronicled how Miami's investor class, having conquered Wynwood over the past decade, has now **set its sights on neighboring Allapattah and Little Haiti**. Miami's political and cultural elite – essentially small-time politicians and the lawyers and real-estate interests who mostly fund them – have done next to zero to halt this march or even demand basic concessions to stop developers from running working-class or even burgeoning, so-called cool neighborhoods into the ground.

By the time the Diesel complex opens, Wynwood will have lost its **chief art museum**, its **arthouse cinema**, many of its **most popular bars**, and virtually anything that made the place even remotely fun for tourists or locals. All that will be left is a series of real-estate brokers cracking bottles of champagne, stocking condos as investments for their foreign clients, and conveniently throwing their free T-shirts in the garbage on their way to the airport.



DIGITAL AGENCY
NETWORK



Diesel's "The Most Expensive T-shirt" Is A Perfect Holiday Gift Suggestion

Diesel, the Italian fashion brand, seems to have gone bizarre with its price tags for a tshirt.

The retailer has debuted a new line of t-shirts, with prices ranging from the hundreds of thousands to as much as \$5.5 million. But with each, the brand is also throwing in a new condo, for "free."

This is all actually apart of a campaign for the company's new business venture: it's moving into the real estate world with a Diesel-branded condo building in Miami, Florida.

The 143-apartment Diesel Wynwood development is a partnership with real estate company Bel-Invest, and to promote the new homes, the company has employed yet another out-of-the-box strategy by asking people to buy "the most expensive t-shirts in the world."

The tees are decorated with floor plans of the apartments that buyers will "receive" with purchase, but a disclaimer in small print below spells the joke out for those who might take it a little too seriously.

Press, OOH and online ads featuring the idea were created for Diesel by New York startup agency Small, the agency that also conceived the fashion brand's recent "transparent" luggage tie-up with Samsonite.

Founders Luca Lorenzini and Luca Pannese have commented in a statement,

“

We wanted to create a real estate campaign that was different from all the other real estate campaigns that are around. And this is how 'the condo t-shirts' was born. With this campaign, Diesel, once again, decides to challenge conformity to create something totally unexpected.

Each of the 143 tops comes with a printed graphic of an apartment at the Diesel Wynwood condo development in Miami and a price tag reflecting the unit. For example, the "D6-L7" T-shirt costs \$1.05 million, while the "F2-L7" shirt costs \$5.5 million. "If you buy one, you get a new home for free," claims Diesel.

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The campaign, by creative agency Small and directed and photographed by Hernan Corera, launches today in Miami.

This is the most ambitious project for Diesel Living, the brand's home and interiors division, which, as reported last year, has partnered with real estate group Bel-Invest.

"Diesel Living is embracing a more consistent and structured approach to the world of contracting, with this first project in Miami," Diesel founder Renzo Rosso told WWD. "With its partners,

Diesel Living's strategy is to strengthen the brand's presence in the field of private and residential properties with unique collections addressed to the world of contracting, which today represents the most dynamic part of the market."

Diesel Wynwood, which is certified by WELL, the leading tool for advancing health and well-being in buildings globally, includes a pool, a gym, a meditation room, a meeting space and an expansive, openspace lobby with an art gallery area, as well as a courtyard, designed by Diesel as a forest of tropical plants for residents.

Bringing light into living spaces, apartments feature gradient walls and discreetly reflective surfaces. There are 13 individually designed penthouse duplexes and maisonettes with private terraces. "Cosmic swirls of liquid marble cloak the lobby, halls and apartment bathrooms, rendering these interiors nearly hallucinogenic in their effect," Diesel said.

Tropical greenery is juxtaposed with urban materials such as concrete, golden mesh, pipes and metal. Graffiti-etched cement walls are in sync with the murals that define this artistic neighborhood.

Refracted light installations and infinite mirror reflections add a surreal and futuristic touch to the hallways and lounges.

The building, clad in black brick with minimalist wood screens and broad glass windows, and with a bold gradient finish on the structure, is designed by Zyscovich Architects and developed by Bel Invest Group, which lists offices in Miami, Berlin, Barcelona and Italy's Vicenza, not far from Diesel's headquarters. The group was founded by Italian-German entrepreneur Maximilian Beltrame.

Renzo Rosso already has a personal investment in Miami with the Pelican Hotel, an Art Deco building constructed in 1939, which the entrepreneur restored and opened in 1994 on the city's South Beach strip. The hotel is being renovated.

Dubbed “The Most Expensive T-shirts Ever,” each top shows a photo of one of the 143 apartments and comes with that location’s price tag.





Miami Condo Comes For Free With \$1.6-Million T-Shirt

The product line is being touted as "the most expensive t-shirts ever."



Diesel Wynwood, a pre-construction condo development in Miami branded by the iconic fashion house, is selling 143 t-shirts that come with a free* apartment. Of course, the emphasis is on the asterisk, which reveals that the apartments are not really free, but rather several million dollars.

Touted as "the most expensive t-shirts ever," the collection of floorplan-embossed garments includes designs like F1-L6, made from 100 percent pure cotton, which retails for \$1,599,000. There's also F2L7, a tee that's "extremely easy to fold," and will set you back \$5,500,000.

As a former Diesel Outlet employee of the early-2010s who was forced to wear a t-shirt emblazoned with the phrase “BE STUPID” on it, this marketing campaign does not surprise me in the slightest. Diesel has been, and always will be, controversial — remember their Diesel for Successful Living campaign in the 1990s, which tackled topics of race, sexuality, religion and politics, all with a dash of humor? Being edgy, or stupid, or tongue-in-cheek is just their thing.

This is the fashion brand’s first foray into the world of residential real estate and they’ve partnered with Bel Invest Group to make it happen. According to The South Florida Business Journal, the developer intends to further revitalize Wynwood, a former warehouse district that has evolved into a hub for arts and culture, by introducing a six-phase project that will bring about new hotels, housing and retail.

Diesel Wynwood is the first phase of the master-plan, collectively known as Wynwood Quarter, and will boast 143 units spread out over eight stories. Thirteen individually-designed penthouses and maisonettes, some of which are featured in the #condotshirts campaign, will be the first to hit the market — outfitted with industrial design elements, private outdoor space and sweeping water views. Resort-style amenities and 22,973 square feet of commercial space on the ground floor will round out the one-of-a-kind residence.

There are many ways to market a new condo — sandwich boards, email blasts, Instagram influencers — but a ridiculously expensive t-shirt that just so happens to come with a free apartment might be the most outlandish method yet.

Paris Hilton is flirty and fun in a green mini skirt and black chained top at the launch party for Diesel in Miami's Wynwood area

She's a hotel heiress who's enjoyed the spotlight for decades, as a reality star and perfume maven.

Paris Hilton, of *The Simple Life* fame, was on hand at the exclusive launch of Diesel Wynwood 28, the first residential building for the brand, in Miami, [Florida](#) on Wednesday night.

Hilton, 38, looked flirty and fun in a ribbed green mini skirt that showcased her toned legs, matched with a black top that appeared to be at least part leather harness.

Paris's top had cutouts above and below the bust, and it was accented with a series of chains that hung from the center of the garment and fanned out to the sides.

The effect of the chains underscored the socialite's chest, and her top also featured pink piping, which matched her purse perfectly.

She wore her blond tresses down over her shoulders.

Hilton accessorized with a leather choker, which may also have been attached to her shirt, as well as biker gloves, thick shades and a blingy wristwatch.

On her feet, Paris wore black stiletto pumps with metal heels adorned with what looked to be diamond rings.

Wynwood is one of the most vibrant and 'hip' areas of Miami, famous for its urban outdoor street art.

The event also welcomed Miley Cyrus's sister Brandi, who posed with Paris, and featured a DJ set by Amrit at Barter.

It's been a busy week for Paris, as just the day prior she made an appearance in New York City at the 33rd Annual Footwear News Achievement Awards.

For that event, the famous blonde wore a silvery maxi dress decorated with dozens of vertical rows of sequins, and she matched it with a similar pair of pointy silver heels.

The reality star had her bright blonde tresses styled pin straight and swept to the side over one shoulder for the evening.



The truth is worth it.

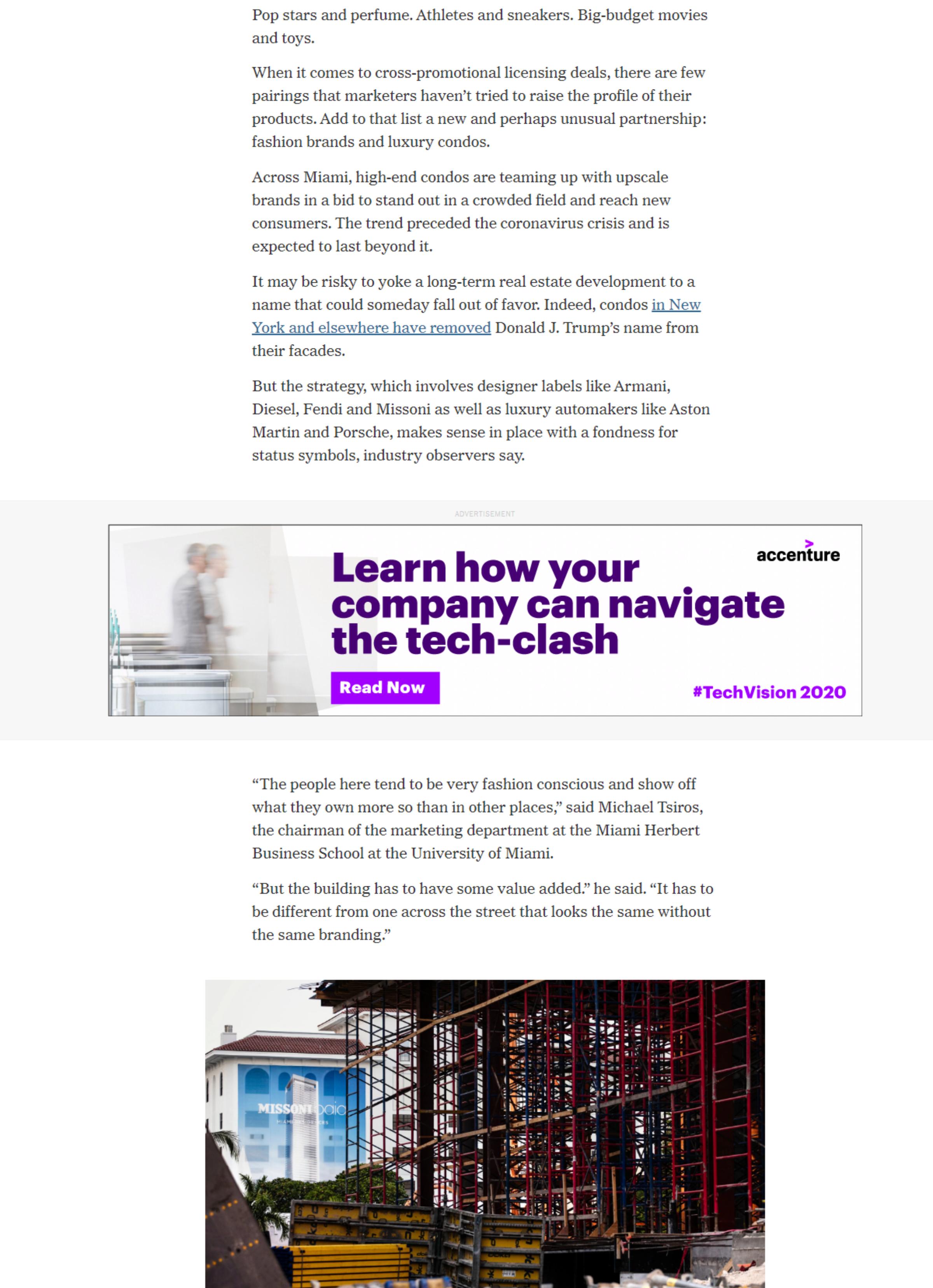
The New York Times

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SQUARE FEET

The Latest Fashion Accessory in Miami: A Luxury Condo

Upscale brands are licensing their names to developers in South Florida who are looking to stand out in a crowded market.



Fendi collaborated with the interior designer Fanny Haim on the beachfront Fendi Chateau Residences in Surfside, Fla. Scott McIntyre for The New York Times

By C. J. Hughes

April 21, 2020

f t g m

Pop stars and perfume. Athletes and sneakers. Big-budget movies and toys.

When it comes to cross-promotional licensing deals, there are few pairings that marketers haven't tried to raise the profile of their products. Add to that list a new and perhaps unusual partnership: fashion brands and luxury condos.

Across Miami, high-end condos are teaming up with upscale brands in a bid to stand out in a crowded field and reach new consumers. The trend preceded the coronavirus crisis and is expected to last beyond it.

It may be risky to yoke a long-term real estate development to a name that could someday fall out of favor. Indeed, condos [in New York and elsewhere have removed](#) Donald J. Trump's name from their facades.

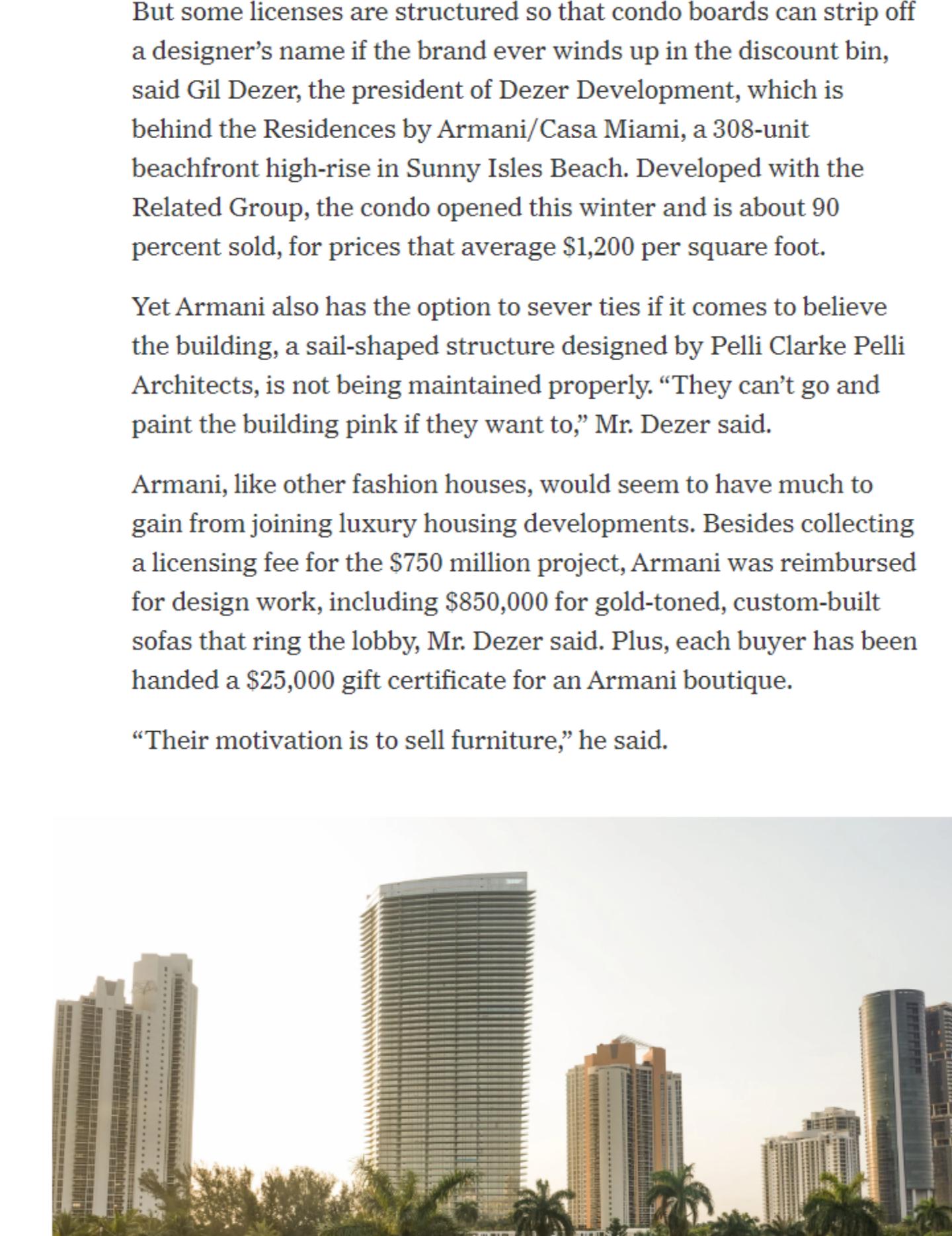
But the strategy, which involves designer labels like Armani, Diesel, Fendi and Missoni as well as luxury automakers like Aston Martin and Porsche, makes sense in place with a fondness for status symbols, industry observers say.

Learn how your company can navigate the tech-clash

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"The people here tend to be very fashion conscious and show off what they own more so than in other places," said Michael Tsirios, the chairman of the marketing department at the Miami Herbert Business School at the University of Miami.

"But the building has to have some value added," he said. "It has to be different from one across the street that looks the same without the same branding."



Missoni Baia, a 249-unit tower under construction in Miami's Edgewater neighborhood, in a licensing deal with the fashion brand Missoni. Scott McIntyre for The New York Times

The overseas buyers who flock to Miami, even in the middle of a pandemic, are a target audience, brokers say.

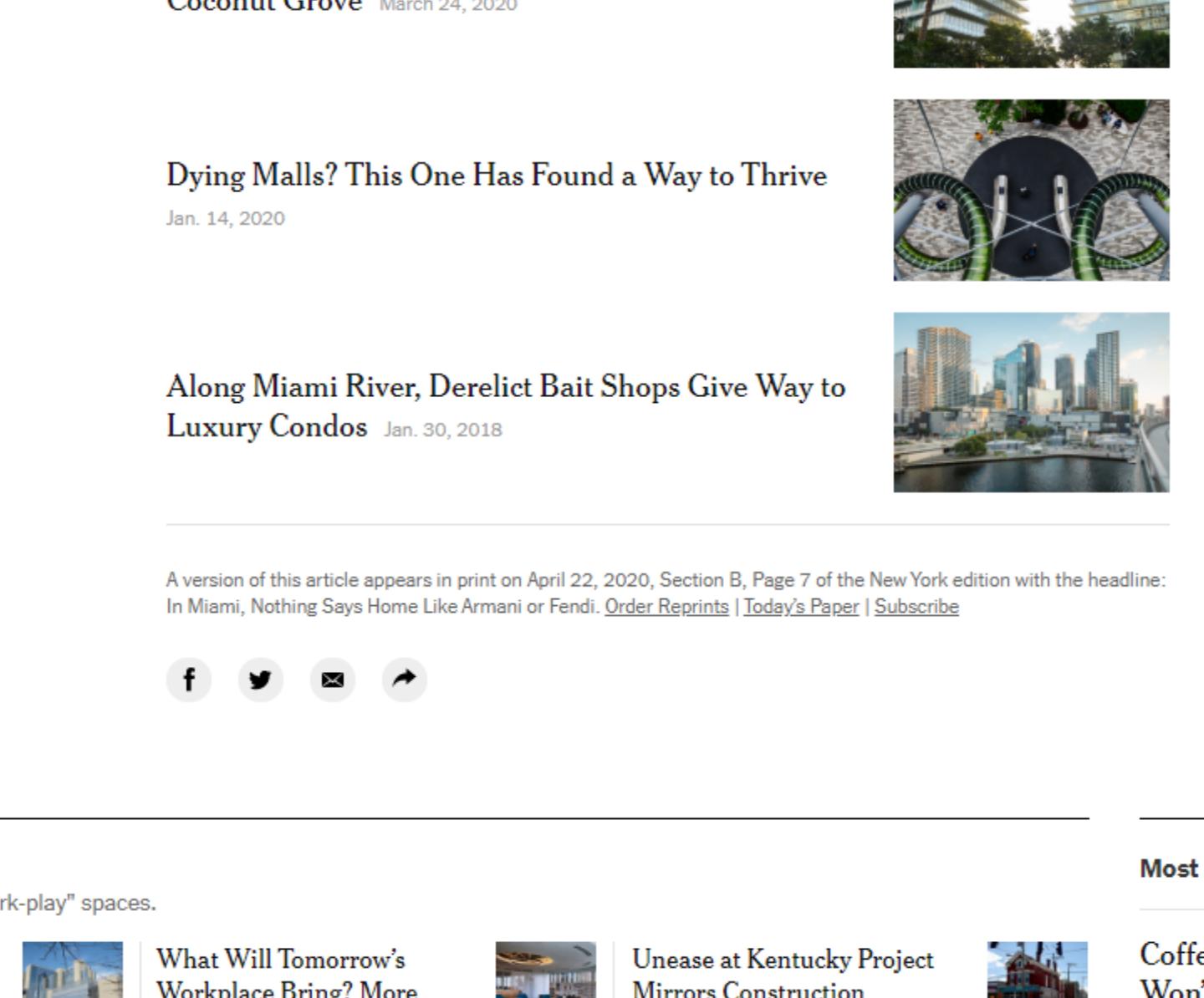
"The approach has staying power in Miami because the city is so international," said Dora Puig, the principal broker of Luxe Living Realty, who is not involved with the condos but has represented clients who have bought in them.

"Buyers know these brands, which is part of the impetus for developers," she said. "They can help a lot."

The half-dozen projects, which are found around Miami-Dade County, from downtown Miami to Sunny Isles Beach, play up their stylish lineage in marketing materials, but the degree of involvement by the labels at each property varies.

One address where the apparel partner has taken a hands-on role is Diesel Wynwood, a planned 143-unit offering in Miami's Wynwood neighborhood from Bel Invest Group, an Italian developer, and Diesel, an Italian company known for jeans.

Diesel also has a home furnishings line, Diesel Living, which helped design the moodily colored facade, the industrial-themed common areas and the interiors of the condos, said Maximilian Beltrame, Bel Invest's chief executive.



Construction of Diesel Wynwood in Miami is expected to begin this fall. Diesel

Buyers won't get the kind of empty, white-walled unit that is typical in most apartment sales. Instead, Mr. Beltrame said, units will be delivered at least partly decorated, and possibly with full range of furniture, including Diesel coffee tables, lamps and sofas.

Andrea Rosso, Diesel's licensing director, also pointed to the condo's healthful qualities. The airy eight-story complex, which is cleaved by a courtyard, is seeking to be certified as a WELL building by meeting certain thresholds for air and water quality.

"Our vision is optimistic," Mr. Rosso said.

Prices range from \$370,000 to \$5.5 million, which works out to about \$1,100 per square foot, and ground is expected to be broken this fall.

"This is not one of those buildings when you just put a brand on top to make the apartments more expensive," Mr. Beltrame said. "Ours is a very spirited building with a very authentic brand experience."

Similarly, the luxury fashion house Fendi collaborated with the interior designer Fanny Haim on the Fendi Chateau Residences, a 12-story beachfront condo in Surfside designed by the architecture firm Arquitectonica.

The condo sales market was holding its own before the coronavirus case total started mounting in March; Florida did not announce a lockdown until April 2.

In mainland Miami, luxury condo sales in the first quarter rose to 173 from 160 a year earlier, according to the brokerage firm Douglas Elliman. The average sale price jumped to \$492 per square foot from \$468.

But the trend was reversed in oceanfront cities like Miami Beach and Sunny Isles Beach, with 69 sales in the first quarter, down from 70 a year earlier, according to Douglas Elliman. The average sale price was \$1,175 per square foot, down from \$1,299.

Units at Diesel Wynwood will be delivered at least partly decorated, and possibly with a full range of Diesel furniture. Diesel

Condo developers, who often have little to do with a project once its apartments are sold, may not care so much if the name of a fashion brand on a facade becomes dated down the road.

But some licenses are structured so that condo boards can strip off a designer's name if the brand ever winds up in the discount bin, said Gil Dezer, the president of Dezer Development, which is behind the Residences by Armani/Casa Miami, a 308-unit beachfront high-rise in Sunny Isles Beach. Developed with Related Group, the condo opened this winter and is about 90 percent sold, for prices that average \$1,200 per square foot.

Yet Armani also has the option to sever ties if it comes to believe the building, a sail-shaped structure designed by Pelli Clarke Pelli Architects, is not being maintained properly. "They can't go and paint the building pink if they want to," Mr. Dezer said.

Armani, like other fashion houses, would seem to have much to gain from joining luxury housing developments. Besides collecting a licensing fee for the \$750 million project, Armani was reimbursed for design work, including \$850,000 for gold-toned, custom-built sofas that ring the lobby, Mr. Dezer said. Plus, each buyer has been handed a \$25,000 gift certificate for an Armani boutique.

"Their motivation is to sell furniture," he said.

The fashion house Armani will collect a licensing fee and be paid for its design work at Armani/Casa Miami in Sunny Isles Beach, Fla. Angel Valentin for The New York Times

The premium for developers may be less quantifiable, but "there is definitely a value in putting brands on buildings," added Mr. Dezer, whose portfolio includes the nearby Porsche Design Tower, a 132-unit skyscraper.

Like some other high-end automakers, Porsche has branched into apparel and accessories in recent years, including shirts, pants and watches.

Similarly, the lifestyle collection from the British sports-car maker Aston Martin is packed with sweaters, jackets and leather bags, so it may come as no surprise that the company is following Porsche down the same track with a new 391-unit, 66-story condo.

Aston Martin Residences was developed through a partnership with G&G Business Developments, a firm tied to the Argento family, owner of a supermarket chain. The condo, whose one-bedrooms start at \$750,000, is expected to open in 2022. The building is 55 percent sold since in 2017, a spokesman said, for prices averaging \$1,200 a square foot.

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