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Diesel: XXX Years Of Diesel Communication



Synopsis

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

Book Information

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