Diesel releases "Avant-Première" of six Glenn Martens looks

By Dominique Muret  -  September 17, 2021

Diesel is pushing forward with its creative repositioning as an avant-garde denim brand and is turning all spotlights on its new creative director, Glenn Martens. Having taken over design at the brand a year ago, the inventive Y/Project creative director unveiled his first collection for the Italian jeans maker via a video in June. Now, in a one-off pre-launch, a selection of pieces from this Spring/Summer 2022 collection have been made available for purchase at a small selection of stores, as well as on the Diesel e-commerce website.

Dubbed "Avant-Première," this special launch, which pre-empts the arrival of the collection in stores in early 2022, includes six key looks – three for women and three for men – as well as a selection of extra pieces, such as t-shirts and vests.
The pieces are exclusively available at 32 retailers around the world. This select group includes Paris' Galeries Lafayette, which will notably host a pop-up at its Champs-Élysées store between September 20 and October 9, but will also be selling the looks at its locations in Doha, Shanghai and Beijing. Other stores offering the pieces include Tsum in Moscow, Isetan in Tokyo, Antonia and 10 Corso Como in Milan, T.A. in New York, and The Webster in Los Angeles.

Among the looks on offer, there's a version of the classic five-pocket jeans reimagined with built-in high-heeled boots, priced at 995 euros, a trompe-l'oeil shirt in false denim, and pieces incorporating quilted and marbled denim. A vest with an integrated belt, for example, is priced at 295 euros, while a quilted, distressed trench is on offer for 1,495 euros.

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