

Diesel Launches Urban Treasure Hunt at Milan Fashion Week

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Diesel is redefining fashion week experiences with a city-wide treasure hunt in Milan. This event celebrates the Spring/Summer 2026 collection and invites everyone to participate.

The Concept

Creative director Glenn Martens envisioned the hunt as a playful, inclusive activity. It aims to democratize fashion and engage the public in a unique way.

Diesel's interactive treasure hunt in Milan celebrates the Spring/Summer 2026 collection, blending fashion with playful urban engagement.

How It Works

Participants register for the Diesel Egg Hunt on the brand's website. They receive a dynamic map guiding them to transparent eggs containing looks from the new collection.

Rewards

The first to reach each egg wins personalized items from the Spring/Summer 2026 collection. Prizes include head-to-toe denim outfits and the iconic 1DR-Dome bag.

Piazza Beccaria serves as the central meeting point. The area features live music, a bar, and entertainment, creating a vibrant atmosphere for participants and onlookers.

Past Initiatives

Last season, Diesel organized a street art event, bringing together graffiti artists to create a massive canvas for the fashion show backdrop.

Brand Identity

These initiatives reinforce Diesel's image as a non-conformist brand. The company continues to innovate, bringing fashion closer to the public in engaging ways.

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