

Diesel Turns Milan Streets Into Runway With Transparent Egg Showcase

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Milan's bustling streets became the runway for Diesel's Spring-Summer 2025 showcase, as creative director Glenn Martens flipped the script on traditional fashion presentations.

In a playful twist, Diesel unveiled 55 co-ed looks inside giant transparent Easter eggs scattered across 18 locations throughout the city—from bars and gay clubs to churches and piazzas. Each egg housed a model styled in the brand's signature edgy, denim-forward designs, transforming Milan into a living, interactive fashion map.

"We decided to give the front row to the city of Milan," Martens explained. "Instead of having a show with guests, anybody could go and see the collection at the same time."

For the industry crowd, Diesel previewed the collection at its Milan headquarters, but the true spectacle unfolded in public. In one piazza, a brass band played pop hits while a model lounged in plaid utility trousers and a V-neck tee, while another swayed in ruffled knitwear with a ruched skirt and floral tights.

The collection stayed true to Diesel's DNA with distressed denim, treated fabrics, and unconventional silhouettes—balancing rebellious spirit with youthful energy. By removing exclusivity and opening the show to the entire city, Diesel blurred the line between everyday life and high fashion.

With this bold experiment, Diesel once again proves its commitment to accessibility and innovation, making the streets of Milan the ultimate catwalk.

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