

Diesel Wants You to Immortalize Your Canceled Plans for 2020 With Custom Jeans

In terms of big plans, 2020 has been, for the most part, a total write-off. If you were looking forward to a year packed full of music festivals, vacations with friends, weddings, parties and adventures, then it's likely most of these have since been canceled or are indefinitely on hold.

For its fall 2020 campaign, fashion brand Diesel has found a way to permanently commemorate all of those canceled celebrations in what the brand says has been a "generation-defining year" by offering customers the chance to personalize the leather tags on Diesel jeans with the name of something they could not participate in.

The aim of the campaign, by Publicis Italy, is to commemorate the unexpected memories made this year while boldly claiming "not even 2020 can cancel a great pair of jeans." A 60-second brand film shows a young group of friends having fun together, despite the circumstances, while tags on their jeans show what they've missed out on: a yoga retreat, a trip to the Andes and a festival.

Customers can personalize their own jeans on Diesel's website and at selected stores worldwide.

Diesel has also signed up influencers to share videos about their lockdown experiences and silver linings they experienced, which the brand will also share across its platforms.

Influencers will include New York skateboarder and model Evan Mock, who spent lockdown reconnecting with nature in Mallorca,

Spain; Italian-American actress Julia Fox, who found “unexpectedly restored love” during lockdown; and Canadian dancer Donte Colley, who spent lockdown becoming “more active in fighting for what’s right.”





Diesel has also partnered with European electronic music festival Untold to create limited-edition denim trousers as part of a collection called the “2020 Fallen Edition.”

The campaign follows Diesel’s Pride Month ad featuring transgender model-activist Harlow Monroe. The short film, which was also created by Publicis Italy, followed the central character’s transition from male to female along with her dream of becoming a nun. The short film was launched along with Diesel’s 2020 capsule collection dedicated to Pride in June.

CREDITS:

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Film Credits

Director: Pantera

Director of photography: Jake Hunter

Production company: Somesuch & Co ltd, Anonymous Content

Executive producer: Tor Fitzwilliams

Producer: James Greenall

Music Credits

Music: Sizzer – original composition with Jackie T & the Jetpacks

Music supervision: Michael Bertoldini

Print Campaign

Photographer: JP Bonino

Post production: Numerique

Product Still Life

Photographer: Wookiee Studio

Post-production: Zum Studio

Scenography: Micol Di Palma

Photographer Agent: Carla Pozzi



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