

A DIESEL- FUELLED LIFESTYLE



For Diesel, this season is all about your flat. Best known for its jeans, the brand now wants to do for your home what it's been doing for your ass all these years: cover it with their rock 'n' roll designs.

Using the International Milan Furniture Fair as a launching pad, this is Diesel's latest expansion to their Home Collection. "Customization" is the word used with the new furnishings and comes in the form of changeable fabric slips. The new collection promises to cover it all: sofas, armchairs, tables, stools, dressers and mirrors — enough Diesel furniture for some mad genius to create a veritable Diesel-land.

And of course, Diesel being Diesel, it's edgy. Lamps are made of steel or glass for a cool modern feel and items are finished with rivets and buckles.

The line is born out of Diesel's new partnerships with lighting designers, Foscarini, and furniture designers, Moroso. The two companies are world leaders in interior design and have been enlisted to turn out a collection of innovative home furnishing concepts.

Expect big-ticket items like sofas to retail from \$380 to \$5,125, lamps \$260 to \$895 and interchangeable pieces will start around \$40. The whole line is set to rollout in Europe and the U.S. later this year, and will be sold in top furniture and lighting showrooms, as well as in Diesel stores and selected department stores.

