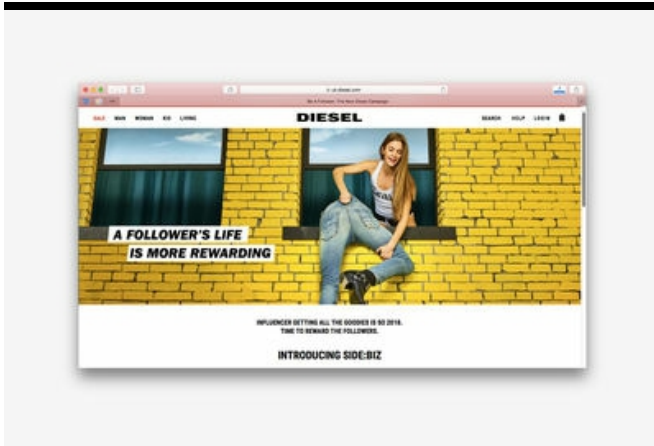


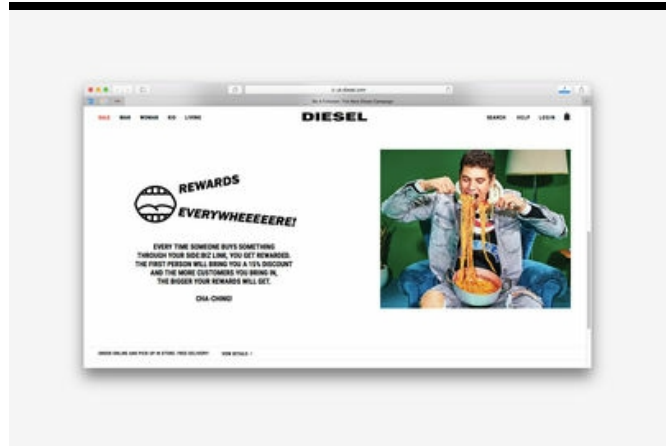
DIESEL'S SIDE:BIZ ALLOWS CONSUMERS TO SELL ITS DESIGNS

By Livvy Houghton and Alex Hawkins

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Side: Biz by Diesel



Side: Biz by Diesel

Italy – The brand’s new e-commerce initiative enables Diesel followers to open their own digital shops selling Diesel products.

As an extension of **Diesel**’s recent **Be a Follower** campaign, the **Side: Biz** programme lets consumers become brand ambassadors. Anyone can sign up to receive a unique e-commerce link to share with their social followers. Every time someone shops using this link, Side: Biz owners earn rewards such as discounts, free products or one-of-a-kind experiences. In this way, Diesel hopes to empower its fans and followers with the same status and benefits typically afforded to influencers.

According to the brand, ‘Side: Biz is Diesel’s way of celebrating its followers, putting them first, and unleashing their full social media potential by equipping them with the tools needed to live successfully on their own terms.’ By using the power of peer-to-peer networks, Diesel joins the ranks of **Storr**, a new digital marketplace that allows anyone to open an online store and sell brand-name goods to friends and followers.