

# DIEGO RODRIGUEZ

COMPANY PROFILE



**DIEGO RODRIGUEZ**



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# DIEGO

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## ***I WAS AFRAID OF PLAYING FOOTBALL.***

Diego Loasses was born in Naples on April 29, 1990, on the day of the victory of the second Scudetto of the SSC Napoli.

Hence the name that was chosen for him, in honor of Diego Armando Maradona.

Football will forever be double linked with Diego and his history, becoming the leading force behind that, from a negative moment it will then give life to the birth and affirmation of the Diego Rodriguez brand.

## ***A WRONG PREDESTINATION***

Diego often talks about the relationship he had with football as a child. An unmotivated fear result of the innocence of a child that led him to avoid any contact with the ball, with the environment and with the boys who played this sport.

Until the decisive day, when, for fun perhaps, for to spur that child so shy the boys of the Palazzetto dello Sport in Portici sang a chorus «Diego! Diego! ».

At that moment it was love.

Diego Loasses' career as a footballer began in Portici, always supported by family who will be close to him at every step.

He starts with the first teams, then at the age of 13, one step away from the transfer to Fiorentina, he suffers what will be the first of a long series of injuries, which will keep him off the pitch for seven long months.

A year passed and he recovered his physical form with Napoli.







It is a very big thrill for a kid who gets to play for his hometown team, the team he supports. His football career lasted until Diego is 19, when he left the field after a series of injuries which had compromised its physical form. His goal after leaving the football field was to find a purpose to dedicate himself to.

And there was, a passion, which at first expressed itself with friends and teammates, when after the team training he used to show his creations. Unique, custom pieces that are modified and reinvented starting from items purchased by Diego.

This is where the idea of the brand was born. Something that could give value to the desire of express himself other than the field.

***WHEN YOU FEEL THOSE EMOTIONS,  
IT'S HARD TO GIVE UP AFTER.  
IT ALL SEEMS TOO DIFFICULT...***





# RODRIGUEZ IS BORN

The brand was born and registered in 2010. Its name is DIEGO RODRIGUEZ, the union between his real name, Diego, and something that could recall his Hispanic origins, like the well-known surname Rodriguez.

The first items are part of small collections, which he began to offer in local stores for set the distribution in motion.

In the early days, advertising was done by giving away goods, starting with friends and acquaintances and football personalities.

When the reality of the web and social media was not so widespread, it was not that easy to enter in contact with a bigger public.

***BEFORE IT WAS EVERYTHING  
MORE DIFFICULT***





On word of mouth, requests increase day by day, and the brand begins to consolidate as status symbol. In 2011 the first official collection was launched, planning the production in vision of the growth of the brand, and the sale is opened in Naples with excellent results.



The garments reach the first footballers and the first personalities of the jet set who spontaneously decide to support its growth.

In 2013 Diego Rodriguez becomes an official partner of Varese Calcio, dressing the whole team outside from the field.

After the experience with Varese Calcio, the brand expands its distribution network and in 2014 arrives in first stores in Rome.

This leads to the establishment of international relationships that will lead to the partnership in 2015 with the Partizan Tirana in Albania, becoming one of the Main Sponsors of the advertising on the sidelines.





In the two-year period 2016/2017 the brand consolidates its presence in the capital until 2019 when it comes Diego Rodriguez's first official corner was inaugurated inside the Rinascente in Via del Tritone.

This within Rinascente will also bring Diego Rodriguez to the branches of Catania and Florence.

Diego Rodriguez flies beyond the European borders bringing his line also to China and Russia, activating the business relations during 2020.

The brand expands distribution also in Europe, inaugurating the first Corner in Spain in Madrid at the end of 2021.





Palm Angels

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# THE PRODUCTION

Each collection is studied in every detail. The choice of materials and colors of the fabrics are always designed in relation to the final harmony with printed details and studied design elements specifically for each garment.

The art direction process takes place meticulously from the first phase of conception to the production phase.

From the conception to the choice of materials to the verification of each garment, everything happens under control of is Diego Loasses himself, who gives the green light to the production only after his scrupulous analysis of the garments.

















# EXPANSION

Diego Rodriguez aims to expand its distribution by opening up to the world market and to fashion international.

One of the fundamental points is to consolidate the commercial relations with France that have begun during 2021.

The expansion of the brand also has Germany within its range of action, aiming to resume the project of a Diego Rodriguez store based in Düsseldorf, which has been put on standby for the arrival of pandemic from Covid-19.



Between 2020 and 2021, the brand interrupts its commercial channels with China, following the advancement of the pandemic; at the beginning of 2022 Diego Rodriguez also chooses to interrupt relations with Russian territory, following the conflict between Russia and Ukraine.





















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