



BELIEVE THE HYPE: TRANSFORMING THE FASHION BUSINESS THROUGH CREATIVITY AND TECHNOLOGY

VIDEO TRANSCRIPT

ACCENTURE INTERACTIVE ITALY AND DIESEL TRAILER FOR CANNES LIONS LIVE 2021

Diesel HYPERROOM. They hyper real showroom from OTB.

Montage of clothing being looked at online.

Transforming the fashion business through creativity and technology.

Believe the hype.

Massimo Piombini, CEO, Diesel

Frank Napoleone, ECD Accenture Interactive

Accenture Interactive logo.

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