

****UNDER EMBARGO UNTIL SEP 2****



DIESEL ANNOUNCE DETAILS OF 30TH ANNIVERSARY PARTY
xXx - THE CREATIVE EXPERIMENT
ON OCTOBER 11TH AT LONDON'S NEWEST VENUE, MATTER

30 ARTISTS CONFIRMED TO PERFORM UNIQUE COLLABORATIONS,
INCLUDING
MARK RONSON, PETE DOHERTY, THE VIEW AND MANY MORE!

TICKETS GO ON SALE SEPTEMBER 4th
www.diesel.com/xxx/london

One of the globe's most innovative and prestigious fashion houses, **Diesel**, are celebrating their 30th anniversary with the biggest series of international celebrations the fashion world has ever seen! From 18 major cities around the world, 8 different time zones, sweeping across the globe on **Saturday, October 11th 2008**, Diesel will be igniting parties in the following cities: Amsterdam, Athens, Barcelona, Beijing, Copenhagen, Dubai, Helsinki, **London**, Milan, Munich, New York, Oslo, Paris, Sao Paulo, Stockholm, Tel Aviv, Tokyo and Zurich.

The London event, 'The Creative Experiment', will take place at one of London's most exciting new venues, **matter**, situated at The O2 site but with its own separate entrance on The Thames. Designed by experts to offer a unique, state of the art proposition for live music and club nights in the UK, **matter** will have opened its doors only 3 weeks before Diesel's birthday! It will be a night to remember with thirty of the hottest musical acts poised to perform unique and exciting collaborations throughout the night in a "musical relay"; rolling collaborations that will make **xXx** a quite exceptional event. Already confirmed are **Cock'n'Bull Kid, Disco Bloodbath, Friendly Fires, Hannah Hanra, Lethal Bizzle, MARK RONSON, Mystery Jets, New Young Pony Club, Ox.eagle.lion.man, PETE DOHERTY, Rob Da Bank, The Lovely Jonjo, These New Puritans, The Souljazz Records Soundsystem, The Teenagers, The View** and many more to be announced in the next few weeks. Tickets will go onsale for this fantastic event on September 4th through **www.matterlondon.com** and in Diesel stores nationwide. Partygoers can experience this amazing evening for just £5 a ticket, with all proceeds going to the Youth Initiative 'Livity' (**<http://www.livity.org/>**)

For many guests the night will begin aboard Thames Clipper boats, which are destined for the **xXx** event. For more travel information, go to **<http://www.matterlondon.com/>**

The lead up to xXx will begin in September, when Diesel welcomes back the hugely successful Diesel U Music radio (www.dieselumusicradio.com), which will launch on September 12th as well as a brand new xXx Fanzine.

Andy Griffiths, Head of Communications at Diesel UK, commented "*In celebration of 30 incredible years of Diesel, we will be putting on the biggest party of 2008, spanning the globe. London's unique celebration will focus on 30 one of a kind collaborations from music's most exciting and groundbreaking artists. October 11th 2008 - put it in your diary now!*"

TICKETS GO ONSALE SEPTEMBER 4th.

FOR MORE INFO GO TO: www.diesel.com/xxx/london

Also visit:

www.dieselumusicradio.com

<http://www.livity.org>

<http://www.matterlondon.com/>

National Press: Ed Cartwright /Briana Dougherty at Darling Department on 0207 379 8787 / briana@darlinguk.com

Online: Naomi at Darling Department on 0207 379 8787 /Naomi@darlinguk.com

TV & Radio: Tony Barker at TX Media on 0208 883 4244/Tony@tx-media.co.uk

Diesel Press office: Virginia Norris on 0207 841 6007
Virginia_norris@diesel.com