



Introducing ROD, a new table lamp as part of the exclusive Diesel Living with Lodes line



ROD from the Diesel Living with Lodes collection © Lodes

The Diesel Living with Lodes line has been extended to include ROD, a portable and rechargeable table lamp. The lighting assortment from the partnership between Lodes, the established decorative lighting brand, and DIESEL, the international lifestyle brand owned by OTB group, made its debut in January 2021 with three novelties, Flask, Vinyl and Urban Concrete, alongside five renovated bestsellers. ROD is the latest design from the two quintessentially Italian brands, which will be available in April 2022.

ROD's design concept stems from the form of a construction rod, typically used to hold blocks of cement together. In keeping with DIESEL's industrial aesthetic, the team employed the 'rod' as a recognizable motif within the design of a traditional table lamp. The slender stem connects two imaginary blocks of cement, rising



from the base and supporting the shade, which hosts the LED light source.

The contrast between the subtle elegance of the lamp and the association with robust materials is a common thread explored throughout the Diesel Living with Lodes line.



ROD in Ivory, from the Diesel Living with Lodes collection © Lodes

Small yet robust, the lamp is portable and rechargeable via a C-type-USB port, which is protected by a rubber cap. This specific feature allows the light to be protected from dust, dirt and splashes, making ROD a perfect choice for use within hospitality venues as well as residential settings. With a 8-hour battery life at maximum power and up to 180 hours on minimum power, ROD is functional and practical without compromising on aesthetic design.

Available in Moss Gray, Soft Pink, Ivory and Dark Asphalt, this new table lamp has a color to suit every mood. ROD has a total height of 35.6cm comprised of an aluminum base, steel stem, aluminum head, and methacrylate diffuser. To adjust the level of light, the user can simply touch the top of the shade – all typically external functions have been carefully incorporated within the lamp's internal structure.



Massimiliano Tosetto, Managing Director at Lodes, comments "Lodes is delighted to announce a new product in collaboration with DIESEL. It's exciting to see such momentum behind this product line, which is testament to the energy and engagement demonstrated by both teams throughout the process. The unification of Lodes' manufacturing capabilities coupled with Diesel's creative input contributes to innovation behind the collaboration, as demonstrated by ROD, our latest design."

Announced in early 2020, the five-year licensing agreement between Lodes and DIESEL sees the worldwide production and marketing of a variety of lighting products.

The Diesel Living with Lodes line follows the success of other highly acclaimed DIESEL collaborations, such as with Moroso (furniture), Scavolini (kitchens and bathrooms), Seletti (home accessories), Berti (wooden flooring), Iris Ceramica (ceramic floor and wall coverings), Mirabello Carrara (home textiles) and Wall&decò (wallpaper). The lighting collection will allow customers to complete their interiors with a wider range of DIESEL products for every part of the home and living space.



ROD in Dark Asphalt, from the Diesel Living with Lodes collection © Lodes



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Notes to Editors:

About Lodes:

Balancing technical know-how and the best Made in Italy design, Venice-based Lodes has been designing and producing lighting solutions for interiors and exteriors since 1950.

Originating in the founder's passion for glass and informed by continuous technological research, the company has evolved into one of Europe's leading designers and manufacturers of decorative lighting, currently present in 90 markets worldwide.

Today, Lodes represents a three-generation evolution from pure passion to brilliant lighting solutions, creating light sources that fuse contemporary design and innovative technology with materials of the highest quality, scrupulously developed with the best processing techniques. The company saw an increase of 31% in 2021 with a turnover of 20m the same year. 2022 is also expected to see a growth to profits with brand consolidation activities focused on France, the UK, Scandinavia, North America and Asia.

lodes.com

DIESEL

Diesel is an innovative international company that produces and distributes jeans, clothing and accessories. Since its creation in 1978, Diesel has evolved from a pioneer in the denim segment to establishing itself worldwide as a premium casual wear brand, becoming



a real alternative to the traditional luxury market. The Diesel brand is synonymous with passion, individuality and self-expression, and its philosophy has remained unchanged over time despite its growth.

The Diesel Living collection is a clear interpretation of the brand's lifestyle and design approach. First launched in 2008 as a selection of fabrics, in an organic evolution from Diesel's experience in fashion the home collection has continued to grow year after year, forming important partnerships with key players in the interior design industry.

Overall, the collection is a perfect combination of Diesel's style and character with the industrial know-how and top-quality design of each specialized partner.

uk.diesel.com/en/living/