[Transcript] ONE MORE TIME di Luca Casadei / Renzo Rosso, la sua storia in 5 minuti

I was crossing the street when I met the love of my life.

I chased after her.

Nothing would stand in my way.

Not the dog walker, nor the hot dog vendor.

Finally reaching her, I asked,

what do you call that amazing smell?

It's Gain Flings.

Gain Flings.

My love had a name, but more importantly, it had a scent.

Fall in love with Gain Flings.

Seriously good scent.

Try Gain Flings today with special savings at Family Dollar.

People say I'm a very concrete person.

I talk very little,

but I tell you one thing,

if I go to a meeting that lasts two hours

and then I assume it,

I assume it with three words.

I mean, I don't need to write a book.

When someone sends me a long email,

I really push it.

I tell them, you didn't understand anything.

If you want me to read an email of this type,

I mean, I mean, you're not capable

to ask me what you want to ask me.

You have the maximum of ten rows

to make me fall in love with

whoever reaches the last row.

If you're not capable, I mean,

if I talk, but I finish very little.

I was born in a rural family.

I received a beautiful education

from a very strict mother-in-law.

But still today, in every way,

I thank you because

they gave me the values, the values of life,

the values that today make it difficult to find

and then the values that with these values

that they gave me,

I tried to educate my children.

I don't know if they succeeded, I hope they did.

You don't have seven?

I don't have seven, yes, I have seven children.

I have worked so hard in my life,

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from that side.

And these values are very simple values,

so dignity, the respect of people,

to want people well, to help people,

and to be a person with the feet on the ground,

our neighbor, I mean, I mean,

because he was a son of a neighbor,

but he was a noble family of neighbors.

So when I went to the market with my father,

people called him Mr. Rosso.

I was always involved in my role and I have always been faithful to my duties.

So I'm 85 and tired of doing this life.

I have said, above all, the pressure, the bank,

and everything, I have said,

now I want to put it in my account.

So you have a license this time?

Yes, I have a license and he said,

if you want me to stay, I want to do my line of jeans.

Of denim, yes.

So at that point the diesel starts.

Is denim a synonym of jeans?

No, denim of jeans.

So you were born on the diesel,

on October 6, 1978.

So you are 23 years old?

Yes, 23 years old, I was born on the diesel.

Do you do it for your goats, with the money you earned?

No, he earned 40% of this laboratory.

Because first it was only a laboratory that worked for Contotherzi.

So I started to put some structures to be able to make a line,

therefore design,

make the prototypes,

while on the motorcycle a sales report.

So it was just a crazy experience.

I see a lot of managers who are very superficial,

they are managers who do very well,

even though they remain superficial.

I am one of those who...

Enter the merit.

Enter the merit, I still dirty my hands,

I like dirty hands,

because it gives me more satisfaction.

I know that I can do much more by entering

even the lower steps.

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With people you have to have respect. I mean, even I don't know, the people who make you on this street you are tired, you don't do it, I know that the person who wants to distinguish you by hand, I mean, if I can distinguish him by hand, you understand? Because there is always something to learn, even from the simplest person. If you listen, there is always something to learn. It is something that I have learned in my life. When you meet a person, whatever it is, if you talk, you can't just do other things than say the things you know. Be careful where you are, if you listen, you can learn something. So it is one of the most important secrets of life. to be able to listen. If you want to hear the full episode, go to the One More Time profile and run through the points.