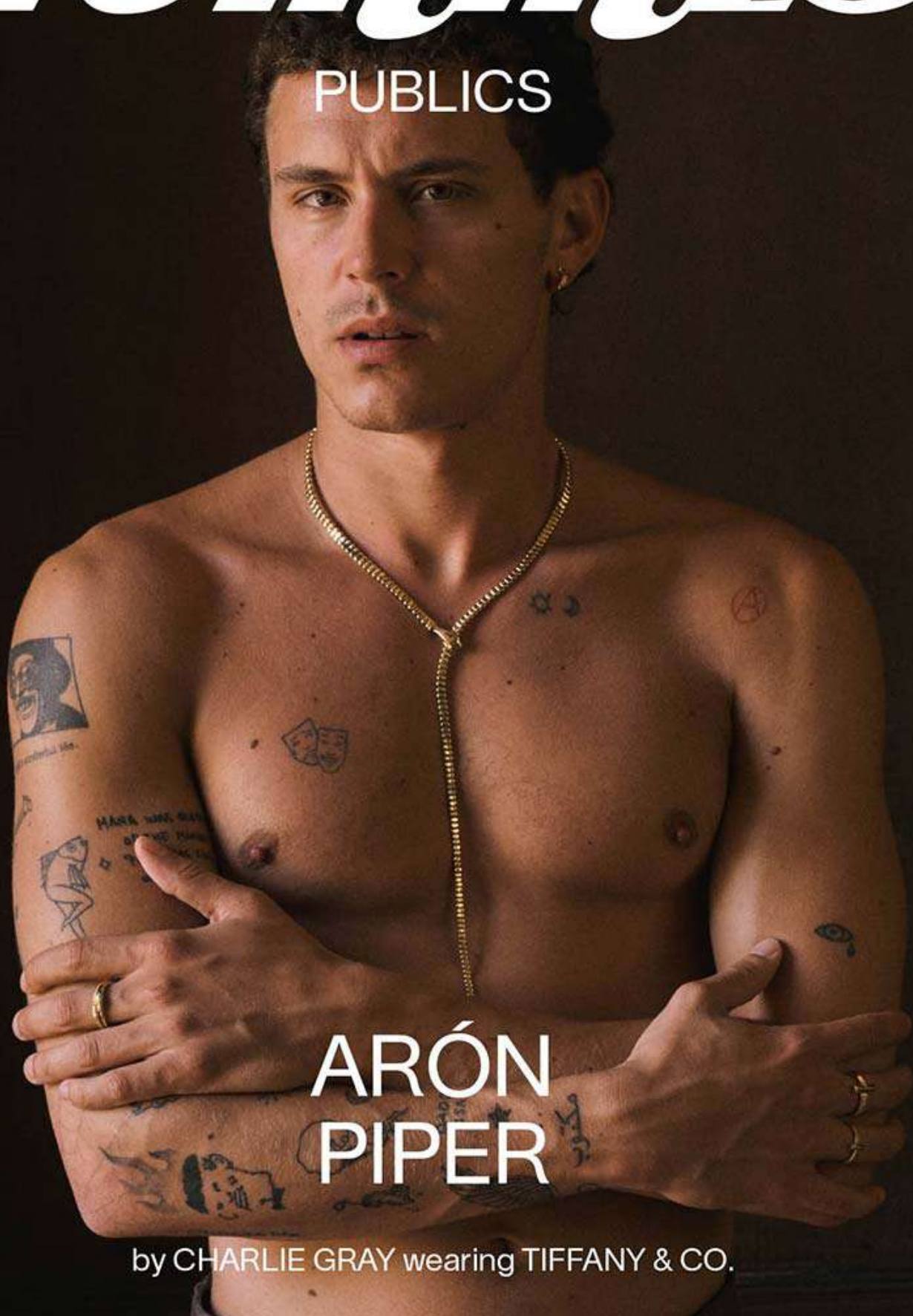


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Defining the New Provocative Street Style

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PHOTO COURTESY BY DSQUARED2

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DEAN AND DAN CATEN, THE TWINS BEHIND THE DSQUARED2 BRAND, ARE KNOWN FOR THEIR CREATIVITY AND INNOVATION. SINCE THE Y2K ERA, THEY HAVE BEEN AT THE FOREFRONT OF THE FASHION MOVEMENT WITH THEIR AVANT-GARDE AND ORIGINAL STYLE. THEIR CULTURAL INFLUENCE DURING THE 2000S AND EARLY 2010S WENT BEYOND THE FASHION SPHERE, TOUCHING MUSIC AND EVEN SPORTS, CREATING A LONG-LASTING IMPACT ON A GENERATION EAGER TO STAND OUT AND BREAK THE CODES WITH THEIR STYLE.

Dsquared2 evokes a fun lifestyle, reflected in Dean and Dan's own fun lifestyle, from skiing trips to yachts in Greece and cocktails by the pool. The label aims to be a mirror of youth culture, which is why the Canadian-born brothers have diversified their product offerings with fragrances, beachwear, underwear, a junior line, ready-to-wear apparel and more. And within their headquarters, you can find a chic restaurant, pools, and a high-tech gym and spa, further solidifying the brand's culture and values.

Their ability to understand youth and the needs of a generation, along with their capacity to adapt to modern times, made Dsquared2 one of the brands to watch in the early 2000s. Today, it is an established and creative label for the young and cool. Its pop-influenced DNA has shaped their designs into provocative, sexy, bold, and fun pieces. Their privileged relationship with A-list stars and pop icons such as Beyoncé, Jennifer Lopez, and Madonna has turned the brand into a highly desirable label.

As the brand evolves, their focus is not only on music but also on sports and street style, expanding their influence and appeal across various facets of contemporary culture. They have paired up with soccer teams such as Juventus and Barça to create their chic non-playing outfits. For Juventus, they created 115 suits, which include black slim trousers and tailored jackets. For Barça, the 'off-field' uniform consists of jackets and pants, deep blue cashmere vests, and silk ties. "We love to associate our brand with Barça. The players will represent our vision of the modern man: athletic, intelligent, and with good taste, both on and off the field", the twins claimed.

They have also worked with Manchester City, in a partnership that began by creating the pre-match uniforms for the players and evolved into the launch of a capsule collection including accessories and ready-to-wear pieces featuring the brand's signature elements like denim and sneakers.

Swedish striker, Zlatan Ibrahimović, has been one of the soccer stars to join forces with Dean and Dan for a jointly designed collection. Called "Black on Black," the collection included 48 pieces in total black looks — the footballer's favorite color — inspired by Zlatan's different moments of the day: daywear, evening wear, sportswear, and denim.

Moreover, they also designed costumes for the Winter Olympics opening and closing ceremonies in Vancouver in 2010, and dressed the Canadian team for the Rio Olympics, where they won the best-dressed country award, consolidating the brand's presence in every aspect of pop culture.

Their ability to fuse luxury with streetwear elements has resonated deeply

with fashion-forward audiences worldwide, solidifying Dsquared2 as a trendsetter in the ever-evolving landscape of fashion and lifestyle. Their commitment to sportswear and street style continued for their Fall-Winter 24' collection with the introduction of the Boxer Sneaker, a stylish blend of retro vibes and modern design. Crafted from premium suede and calf leather, these sneakers feature rubber soles for a comfortable stride. The Boxer showcases six distinctive stripes on its sides for a creative and visual touch. Revealing its roots, the signature maple leaf is present on the tongue and the soles. Above the stripes, the designers' names, Dean and Dan, are elegantly embroidered, adding a personal touch.

The sneaker maintains a clean and versatile appearance and was designed as a unisex model. the Boxer sneaker is available in a variety of striking colorways including white-on-white, black-and-white, all black, forest green, saffron, sky blue, russet red, salmon pink, and violet. Additionally, select Boxer models are cut from washed leather and trimmed with contrasting white, navy, dark red, or green leather for an extra pop of style.

The Boxer sneaker is set to launch in July 2024, bringing a fresh and dynamic option to footwear style. This new addition to their extensive portfolio of products demonstrates the brand's commitment to presenting innovative designs and perfectly portrays Dsquared2's version of sporty chic.