

LES

HOMMES



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Histoire



d'un sac

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GOTHIC ROCK AS NEW LEGACY

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Dsquared2 dominated the catwalks of the '90s and the Y2K. Today, it has evolved into a cult brand with a dedicated fan base, maintaining the same disruptive energy that initially set them apart.

Dean and Dan, the twins behind the brand, have forged a fashion empire and a symbol of the Glam Rock lifestyle through their artistic and innovative designs. Born in Canada and made in Italy, the brand knows no boundaries when it comes to creating its own fashion codes and aesthetics. Today, Dsquared2 embodies this DNA through a synergy of creativity, refined tailoring, and glamorous approach, remaining faithful to its origins while venturing into new realms.

In a conversation with BOF, the twins affirmed that, «Evolution comes with time. When we started the company, we were young and in a different head space. The company reflects us and our lives; we were going to clubs, we were still partying, as we mature and the wardrobe starts changing, the brand has matured». Revolutionizing the concept of a runway extravaganza, Dsquared2 delivered catwalk shows that exude outrageous fun and inherent disruption. Music lies at the core of every collection and presentation, serving as the foundation of Dsquared2's identity. A blend of Rock vibes, a touch of '80s disco, and an abundance of pop culture references have constituted their winning formula since the brand's inception in 1995.

As music plays a pivotal role in creating a bridge between generations, it also serves as the catalyst for blending high fashion with an unexpected twist. Their sassy creations have shaped the identity and character of those bold enough to embrace uniqueness. Nowadays, this funky approach resonates within their sought-after accessories, exemplified by THE GOTHIC BELT BAG.

For Fall-Winter season, the brand has introduced a new badass symbol, a striking fashion statement, an opulence emblem, and a tribute to daring individualism. THE GOTHIC BELT BAG surpasses the mere concept of a bag; it encapsulates audacity and edginess in a manner unique to Dsquared2. This piece stands as a testament to the brand's audacious spirit and unwavering commitment to pushing the limits of fashion.

Conceived to be a canvas for self-expression, the bag is comprised of a metal belt buckle fused with textured leather, nickel-finished half-sphere studs and eyelets, and silver-fin-

ished metal spherical chain handle, creating an accessory that celebrates individuality and creativity, values that define the Dsquared2 brand. Its charm stems from an unmistakable rock-and-roll attitude, meticulous attention to detail, and unwavering commitment to craftsmanship. The heart of the bag's design is the remarkable belt and buckle, which draws its inspiration from the iconic archival belt and is infused with gothic and rock aesthetics, capturing the essence of Dsquared2's rebellious heritage. Designed with versatility in mind and guided by boldness as a motto, THE GOTHIC BELT BAG offers two distinct ways to be worn. With a hand looped through the belt, for a hand-held accessory, or slung over the shoulder with its adjustable leather strap, providing the wearer

gotten from the celebrities that we've worked with, we try to build a nice relationship, it's great for the brand, it's a huge boost».

After almost 30 years in the business, there is something about Dsquared2 that trespasses

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decades and generations. According to Lyst, searches for Dsquared2 are up 36% – maybe its disruptive energy, perhaps its innovative nature, or its ability to understand the youth and define the spirit of the times. Dean and Dan have managed to read the individuality needs of each generation, providing them with tools of distinction and identity, turning the brand into a beacon of self-expression, and transcending the barriers of time, culture and age.

with multiple styles and infinite options, and embodying the essence of Dsquared2's unparalleled legacy.

Already worn by singers like Dua Lipa, THE GOTHIC BELT BAG epitomizes the very values that have cemented Dsquared2's position as a prominent influence in shaping pop culture. With a keen understanding of the symbiotic relationship between fashion and music, the label has partnered with the biggest icons of each generation and has woven a portfolio of artists redefining notions of creativity. During its inception, from Madonna to Christina Aguilera, Justin Timberlake and Rihanna, everyone wanted a piece of Dsquared2, propelling its prominence in mainstream culture and sparking discussions about power, fame and fashion. As what Dean and Dan said to BOF, «We appreciate the energy and the support that we have