

DSQUARED2

COMPANY PROFILE

THE BEGINNINGS

Dean and **Dan Caten**, Canadian twin brothers from Willowdale Ontario, have operated in the international fashion system since 1984. In 1983, they moved to New York City to attend the Parson's School of Design. Eight year later, the duo decided to make the big leap to Italy. After many collaborations with the most important fashion houses, in 1995, the Canadian designers had their first men's collection show. This marked the debut of a long succession of runway show extravaganzas that combined fashion and music and that were to capture the attention of journalists and buyers of the world.

The intelligent mix of irreverent Canadian wit and refined Italian tailoring, combined with an attention for details are the foundation of Dsquared² philosophy, that has given life to a unique concept of alternative luxury. In the past couple of years, Dsquared² has grown to become more chic and sophisticated while maintaining those sexy and provocative traits that are so embedded in the brand's creative roots. This evolution has enable the brand to expand its clientele conquering a wider target market. The Dsquared² aesthetics are continuously influenced by continuous international inspirations and cultures. Dean and Dan divide their daily lives between Milan and London while producing their collection in Italy. "*Born in Canada, Living in London, Made in Italy*" is the brand's motto.

DSQUARED² AND MUSIC

The union of fashion and music is fundamental for Dsquared². Since the very beginning, Dsquared² gained the support and respect of international celebrities such as: **Lenny Kravitz**, **Justin Timberlake**, **Ricky Martin**, **Nelly Furtado**, **Simon Webbe**, and **Robbie William**. It is thanks to their encounter with Madonna that the Canadian designers were able to leave an indelible mark in the world of show business. They were commissioned to design 150 outfits both for the artist and her dancers for the 2002 *Drowned World Tour* and for the music video "Don't Tell Me" (2000).

The successful collaboration between Dsquared² and **Madonna's** CD was the inspiration to the launch of the brand's very first Fall-Winter 03/04 women's collection. The women's looks were presented in a special sneak preview during the men's Spring-Summer 2003. The Supermodels **Naomi Campbell**, **Eva Herzigova**, **Karolina Kurkova** and **Fernanda Tavares** were featured as rock stars walking out from a candy-pink private jet. The following day, the prestigious trade publication, WWD, featured Dsquared² on its front cover and published a two-page interview, in which Dan said: "*The Dsquared² woman is self-assured, vibrant and sexy; the perfect compliment to our signature men's look*".

In the following years, the brand's collaboration with the world of music continued to flourish. The undisputable pop queen, **Christina Aguilera** fell in love with the Dsquared² style and the Caten twins. For her "*Stripped World Tour 2003*" the pop star and her dancers took the stage dressed in Dsquared². A genuine friendship was born and Christina agreed to appear on the runway as Dsquared²'s guest of honor at the Spring-Summer 2005 Menswear Show in Milan.

Another significant partnership was established with the Italian singer **Laura Pausini**, for whom they designed the outfits for her single appearance at San Siro Stadium. This concert was part of her World tour on June 3rd 2007 and the Italian artist performed in front of 70.000 people.

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In September 2007, 19-year-old superstar **Rihanna** made her catwalk debut at the show of the SS08 women's collection. The bombshell singer sashayed down the runway to the sound of her hit song "Umbrella" in a revealing baby doll-style dress created by Dean and Dan Caten.

In the same period, pop star **Fergie** came out with her video "Clumsy" that features a special guest appearance by the Caten twins as they accompany Fergie down a fairytale catwalk.

In 2009, Dean and Dan collaborated with **Britney Spears**, creating the stage costumes for *The Circus Starring Britney Spears* world tour, that debuted on March 3, 2009 in New Orleans. The Circus Tour, Britney's first arena tour after five years of absence, featured custom designed Dsquared² costumes for the star and her dancers for the first segment of the concert. Traditional circus characters such as trapeze artists, clowns, and jugglers were reinterpreted with a provocative, sinister and sensual fetish touch.

On February 22, 2010, the popular German rock band **Tokio Hotel** launched their International tour *Welcome to Humanoid City Tour* in full Dsquared² style. The band's lead singer, Bill Kaulitz, also debuted as a model during the brand's men's Fall-Winter 2010/2011 fashion show.

The designers of the brand have long collaborated with Michael Bublé. The Canadian singer will wear Dsquared² also on the occasion of his world tour that started at the end of June 2013.

RECOGNITION

In 2003, Dsquared² received the "La Kore" award, considered the "Oscar" of the Italian fashion world, as the Most Original Designers.

In October 2003, Dean and Dan Caten were named "Men of the Year" by GQ Magazine USA as the Best Breakthrough Design Team.

In 2006, competing among a slate of talented fashion designers, Dean and Dan won the prestigious Aguja de Oro" (Golden Needle) Spanish award. For this very special occasion, the Canadian brothers designed an outfit that will remain on display at the Museo del Traje in Madrid.

In December 2007, Dean and Dan were the winners of the GQ Spanish Award "Man of the Year".

The seventh edition of the awarded Dsquared² as "Best designers of the year" because of "their ability to create casual looks that are elegant and because they have reinterpreted and created a new concept of elegance" according to the GQ director Javier Fernandez de Angulo.

On April 17, 2008, during Toronto's *Night of Stars gala*, the prestigious international organization Fashion Group International, celebrated Dean and Dan Caten as Canadian personalities that have excelled for the contribution they have made to the world of fashion, beauty and design.

On November 13 of the same year, Dean and Dan Caten were assigned the prestigious recognition of "Best Designer of the Year" winning the GQ Germany "Men of the year" award.

The designers have been awarded with a star on *Canada's Walk of Fame* the *Canada Honor* in 2009. The official unveiling took place in Toronto on September 11/12, 2009.

In May of 2013, the designers of the brand have been honored by GQ Portugal with the GQ Award - "Fashion Icon of the Year". On February 1st 2014, Dean and Dan Caten have been honored with the "International Canadian Designer of the Year" award and "Outstanding Achievement" award at the first Canadian Arts and Fashion Awards held at the Fairmont Royal York in Toronto.

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LICENSING

With the Fall-Winter 2002 “Homeless” collection, Staff International became the licensed worldwide manufacturer/distributor of all Dsquared² men and women’s clothing collections. Naturally, the brand expanded its horizons with product diversification: accessories, footwear and perfumes. In September 2010, the license agreement between Staff International and Dsquared², meant to expire in the Spring-Summer 2012, was renewed in advanced. This new 17 years contract (up to the 2027 Spring/Summer collection) foresees the design, development, production and distribution of the Dsquared² ready-to-wear in world exclusivity by Staff International.

In addition to Dsquared²’s line of men’s footwear, produced by Galizio Torresi since the early days of the first collections, a women’s footwear line was launched with the 2004 Fall/Winter Collection. The collection was internationally acclaimed and immediately distributed in the finest boutiques and all major luxury department stores.

The women’s footwear is now produced and distributed internally by Dsquared² S.P.A..

In March 2006, a licensing agreement with ICR-ITF Group was signed for the production and international distribution of Dsquared² fragrances and cosmetics. In September 2007 Dsquared² launched its first Men’s fragrance entitled *He Wood*; while a year later the brand launched its first Women’s fragrance: *She Wood*.

The designers launched a series of fragrances entitled *Nature always wins*. The Supercollection is composed of the male fragrances He Wood Rocky Mountain Wood, He Wood Ocean Wet Wood and He Wood Silver Wind Wood and of the female’s She Wood Velvet Forest Wood, She Wood Crystal Creek Wood and She Wood Golden Light Wood. The Canadian designers then started to work on a new male fragrance named Potion, that was launched in September 2011. Potion for Woman, the new female ‘s fragrance was launched in September 2012. In September 2014, Dsquared2 launched the new male’s fragrance Wild.

In March 2008, Dsquared² and the Marcolin Group, one of the global leaders in the eyewear industry, announced a 5year licensing agreement for the production and worldwide distribution of sunglasses and prescription frames under the Dsquared2 brand.

In October 2012 Dsquared² announced the signature of an exclusive licensing agreement with ISA for the production and distribution of a new lingerie and swimwear line

In June 2013 the brand presented its first junior collection at Pitti Bimbo in Florence. The new collection is a first line dedicated to children from age 0 to 14 and offers in a junior version all the iconic products of the brand.

The new line will be produced under license for the ready to wear and accessories by Brave Kid, while the footwear will be crafted by Andrea Montelpare.

DSQUARED² BAG COLLECTION

A brand new Dsquared² bag line made its debut on the catwalk of the men’s Fall-Winter 2012/13 fashion show.

The brand’s successful and well consolidated experience managing its in-house shoe production, has brought Dsquared² to the next logical step: investing in a new bag collection that embodies the brand’s style. The aesthetics of the *Maison* have always been characterized by a strong identity.

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For this reason the designers felt the need to create a truly detailed bag line, made with luxurious skins and faithful to the Dsquared² brand identity: *"Born in Canada, Made in Italy"*.

ADVERTISING CAMPAIGNS

The Dsquared² lifestyle is most exquisitely expressed in the brand's advertising campaigns that put together the creativity of the Designers along with the talent of some of the most famous photographers in the world. For years, the Dsquared² ad image was managed by Steven Klein, who was behind the shots for some of the most original and innovative ad campaigns of the last few years (FW 02/03's "Homeless", SS03's "Cottage Country", FW 03/04's "Star-24-7", SS04's "Dean & Dan's Diner", FW04/05's "Great White North" and SS05's "Bachelor's Party"). Since, the Dsquared² image has evolved in a more sophisticated direction, employing shots of Gisele Bündchen shot by Mert & Marcus for the Fall-Winter 05/06 campaign as well as of super-sexy cowgirl Carmen Kass for the Spring-Summer 2006 Collection photographed by Mikael Jansson.

From Spring-Summer 2007 through Spring-Summer 2009 Dsquared² cooperates with the famous photographer Steven Meisel who shot the advertising campaign both for the clothing and shoes collections and for the fragrances, He Wood and She Wood.

From Fall-Winter 2009/10 Dean and Dan chose to cooperate again with Mert Alas e Marcus Piggot.

DSQUARED² STORES

In 2007, Dsquared² inaugurated its 5400sq ft flagship store that opened its doors in the heart of **Milan's** fashion district at 4, Verri Street. Dean and Dan Caten collaborated with Storage, a new Italian architecture studio that has worked with many important boutiques around the world, for the concept of the store and also the design of the brand's headquarters in Milan at 9, Ceresio Street. The boutique evokes the Dsquared² lifestyle as envisioned by Dean and Dan: *"A taste of home, where the Canadian woods meet Italian design"*.

In September 2007, with the opening of the Dsquared² flagship store, came the partnership with GH Mumm that brought an exclusive champagne bar to the new store. An innovative project that bringing together lifestyle and fashion.

In 2008, after the Milan flagship store, the fashion house opened mono-brand boutiques in **Capri**, **Kiev** and the first store in **Hong Kong**.

In 2009 Dsquared² opened boutiques in **Cannes**, **Dubai**, **Singapore** and **Kowloon (Hong Kong)** while in 2010 in **Monte-Carlo** and **Shanghai**. At the end of April 2011 the **Beijing** boutique was inaugurated, followed by the **Paris** flagship store in September.

At the beginning of 2012 Dsquared² opened its first flagship store in **Tokyo**, a store in **Nanjing** and in **Nicosia (Cyprus)**. In the 2013 Dsquared² opened boutiques in **Abu Dhabi**, **Hangzhou**, **Shanghai (APM)** and **St. Moritz**, in 2014 in **Barvikha (Moscow)**, **Chongqing**, **Mykonos**, **Porto Cervo**, **Salonicco**, **Los Angeles** and **Baku (Azerbaijan)**.

During 2014, the brand has scheduled the openings of many new flagship stores: New York and Miami, while its expansion in Asia will see the opening of 15 boutiques within 2015.

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CERESIO7 – POOLS&RESTAURANT

In September 2013, the new pools&restaurant CERESIO7 directed by Elio Sironi opened its doors at the Penthouse level of the Dsquared2 Milan home (via Ceresio 7). Dean and Dan Caten have been heavily involved with Storage studio for the architectural development and the layout, while for the interior design as well as décor the designers have been working in synergy with Dimorestudio. CERESIO7 offers an innovative and all original experience for fine dining connoisseurs in Milan proposing an extraordinary and unforgettable experience.

DSQUARED² AND SPORTS

At the end of 2006, Dean and Dan Caten decided to create in exclusivity the new official uniforms for Turin's soccer club, **Juventus** – a partnership that last four years. *“It was a pleasure for us to work with such an important historic team as the “bianconera,” explained the Caten twins, “we were able to accompany the team back into Series A with elegance. Today, the world of football is a reality, even in fashion: the football players represent a new kind of beauty that is healthy and realistic but above all, attainable.”*

The Caten twins proceeded their adventure in the world of football, branding for the Fall-Winter 2009/10 the new “off field” uniforms of the **Barcelona Football Club**, the best and most respected team in the world (the team won five trophies in 2009, including the Champions League Title, the most prestigious football tournament in Europe). With this new and important collaboration, Dsquared² has integrated itself into the world of First Division and the legendary Nou Field.

In occasion of the 2010 Vancouver Winter Olympics games, Dean and Dan were nominated by the Olympic committee **“Headline Talents Costume Designers for the Opening and Closing Ceremonies”**.

In addition to dressing headline talents, Dean and Dan had the honour to run with the Olympic torch.

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MILESTONES

- 1991 Arrival of Dean & Dan Caten in Italy
- 1995 Debut of the first menswear collection: "Homesick Canada Collection" in Milan
- 1995 Beginning of the men's footwear partnership with Galizio Torresi
- 1996 Runway debut of the beloved "Napoli" collection (inspired by their Italian roots)
- 2000 Dsquared² creates the wardrobe for Madonna's video, *Don't Tell Me*
- 2002 Madonna wears Dsquared² for the cowboy segment of her "Drowned World Tour 2002"
- 2002 Premiere of the women's wear line during the Spring-Summer 03 Men's Collections runway show in Milan
- 2002 Beginning of the partnership with Staff International
- 2003 Debut of the first women's wear collection, "Star 24/7"
- 2003 Dsquared² designs the costumes for Christina Aguilera's "Stripped Tour 2003"
- 2003 Dsquared² wins the "La Kore" award, considered the "Oscar" of the Italian fashion world, for Best Emerging Designers
- 2003 GQ Magazine's "Men of the Year" Award as the Best Breakthrough Design Team
- 2004 Design of an exclusive sneaker for the Olympic Games in Athens
- 2006 Dean and Dan Caten win Spain's *Aguja de Oro* (Golden Needle) Award.
- 2006 Juventus Football Club selects Dsquared² to design its official uniforms
- 2006 Start of the fragrance and cosmetics partnership with ICR-ITF Group leading to the launch of Dsquared²'s first men's fragrance "He Wood"
- 2007 Beginning of the women's footwear production and distribution by Dsquared² Srl
- 2007 Opening of the first Dsquared² flagship store in Milan
- 2007 Dean & Dan win the GQ Spanish Award "Man of the Year" as "Best designers of the year"
- 2008 Signature of the licensing agreement with Marcolin for the production and worldwide distribution of sunglasses and prescription frames under the Dsquared2 brand
- 2008 Launch of the first women's fragrance "She Wood"
- 2008 Fashion Group International of Toronto pays tribute to Dean and Dan Caten
- 2008 Launch of Dsquared2 boutiques in Capri, Istanbul, Kiev and Hong Kong
- 2008 Launch of the first women's fragrance
- 2008 Dean & Dan win the GQ Germany "Man of the Year" award as "Best designers of the year"
- 2009 Launch of Dsquared2 boutiques in Cannes, Dubai, Singapore and Hong Kong (Kowloon)
- 2009 Dean and Dan unveil star on *Canada's Walk of Fame* the *Canada Honour*
- 2009 Dsquared² designs Barcelona Football Club's official off-field uniforms
- 2010 Dean and Dan are nominated HEADLINE TALENT COSTUME DESIGNERS for the Opening and Closing Ceremonies of the Vancouver 2010 Winter Olympic Games
- 2010 Costumes for Tokio Hotel's "Welcome to Humanoid City Tour"
- 2010 Launch of Dsquared² boutiques in Montecarlo and Shanghai
- 2010 Renewal of the licensing agreement with Staff International for 17 years
- 2011 Launch of the Dsquared² boutique in Beijing
- 2011 Launch of the Dsquared² flagship store in Paris
- 2011 Launch of Potion, the new men's fragrance

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- 2012 Launch of the Dsquared² stores in Tokyo, Nanjing and Nicosia
- 2012 Launch of the Dsquared² BAG line
- 2012 Launch of Potion for Woman, the new women's fragrance
- 2012 Agreement with ISA for the production and distribution of underwear and swimwear
- 2013 Launch of the first junior collection produced by Brave Kid
- 2013 Launch of Dsquared² boutiques in Abu Dhabi, Hangzhou, Shanghai (APM) and St. Moritz
- 2013 Launch of CERESIO7
- 2014 CAFA, Canadian Arts and Fashion Awards
- 2014 Launch of Dsquared² boutique in Barvikha. Chongqing, Mykonos , Porto Cervo, Salonicco, Los Angeles and Baku (Azerbaijan).
- 2014 Launch of Wild