Dsquared2 boosts Paris presence

By Dominique Muret - July 21, 2016

Dsquared2 opened its first Parisian store in 2011 in rue Saint-Honoré, and has now done it again. The ready-to-wear label by Canadian twins Dean and Dan Caten, also present within the Galeries Lafayette department store, has opened a new shop in the French capital, this time on the Seine's left bank.

The 225 m2 store on two levels is located in the Saint-Germain-des-Prés area, on the corner between rue de Grenelle and rue des Saints-Pères, home to several other contemporary fashion stores.

It showcases all of the brand's collections, from children to adult wear, from apparel to accessories.

The store's interiors were designed jointly by the Dsquared2 twins and Milan architecture studio storageassociati. Its walls feature champagne-coloured glass shelves and are decorated with Parisian images.

The fashion label stated in a press release that the area dedicated to the women's collections is furnished with pink velvet armchairs and ochre-coloured wool and silk rugs, while darker hues and a black leather armchair were chosen for the menswear area.
The chic sportswear label was created in 1995, and has constantly broadened its customer base since then, thanks also to a licence agreement with Staff International, the manufacturing company belonging to Renzo Rosso's OTB group.

The agreement was renewed in 2010 and will last until 2027. It covers the production and distribution of Dsquared2's men's and women's ready-to-wear lines. It does not cover accessories, which currently account for 20% of total sales, and are instead developed in-house.

By Dominique Muret
Translated by Nicola Mira

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