

BRAND BOOK • LES DEUX

LES DEUX



AT LES DEUX,  
WE EMBRACE DIFFERENCE.

We dare to be courageous. Because that is the way we form something new.  
That is how we move forward. Les Deux  
developed from a spontaneous meeting between two  
contrasting personalities united in recognising opportunity. Two distinct  
souls. Two dissimilar paths in life. Converged in ambition.

In the clash between opposites, something profound occurs. A spark is lit. To  
excel from the crowd, you have to dare to shape your own path. This is our  
raison d'être. We dress people to challenge their habits. To confront the status  
quo. We do what it takes

- and we do it together.

Some might say that class is evident through your clothes. At Les Deux, we believe that class is evidenced by your actions. Class is consideration, compassion, and the willingness to give your all. We do not give up. We give back. We share our success, and we persevere. We work as a one but let each member have their own dream.

Les Deux is about leaving a mark. A legacy that truly means something. An attitude of sustainability and compassion says something about how you create, design and communicate. Yet, it says even more about how you give back.

Believe, and get the job done. Life has its requirements and so do we. Opposites spark opportunities. Les Deux was created from these sparks, as two paths became one. We do not need to be the same, to be together.

Embrace difference.





# 900+ Retail Destinations

## *Europe:*

Denmark  
Sweden  
Norway  
Germany  
France  
Finland  
Belgium  
The Netherlands  
Luxembourg  
Austria  
Schweiz  
Spain  
Italy  
United Kingdom  
Ireland  
Iceland  
Faroe Islands  
Estonia  
~~Russia~~  
Israel

Slovakia  
Poland  
Hungary  
Turkey  
Latvia  
Lithuania  
Ukraine  
Cyprus  
Greece

## *North America:*

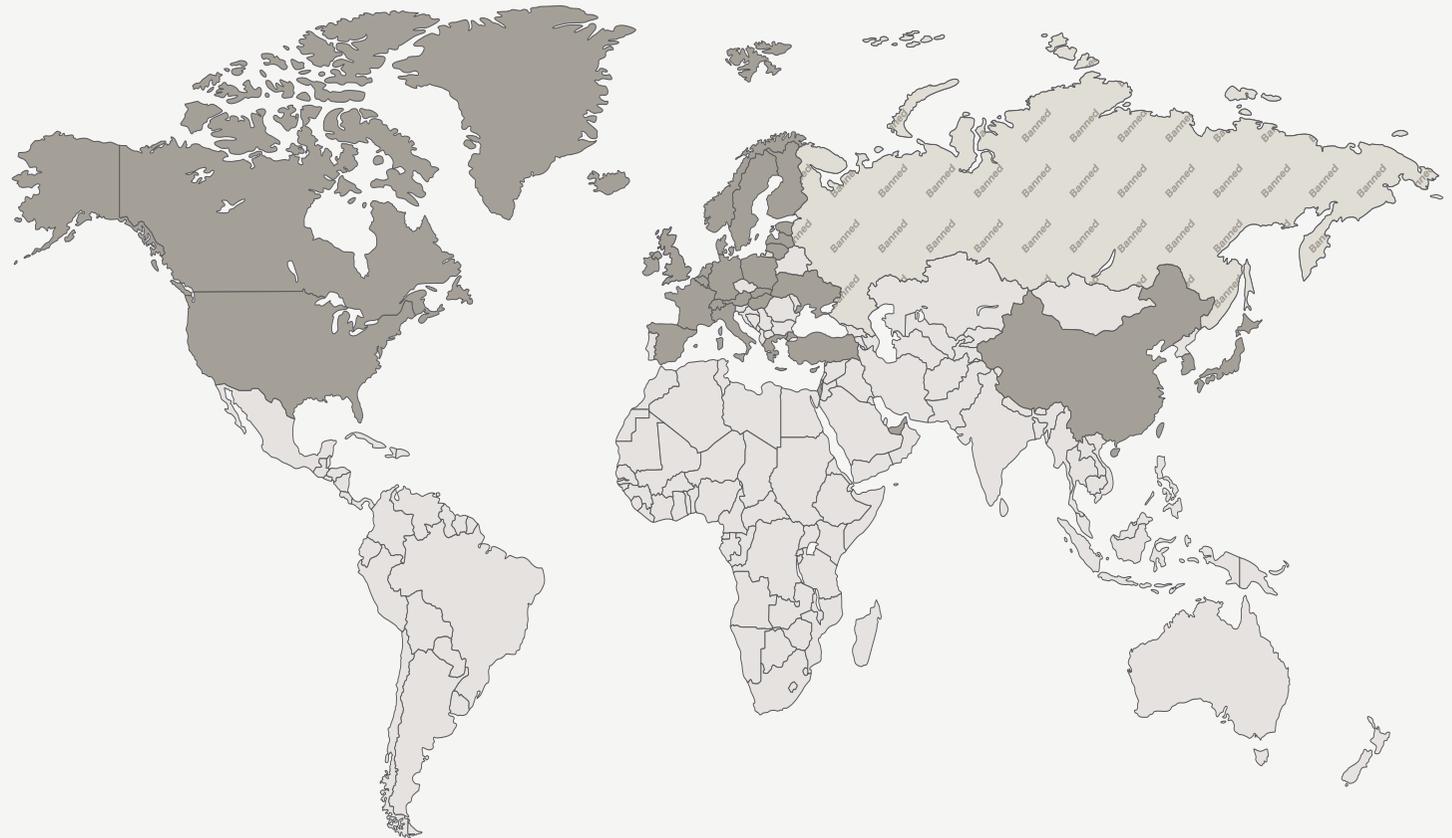
United States  
Canada  
Greenland

## *Asia:*

China  
Japan  
South Korea

## *Middle East:*

United Arab Emirates



# Key Retail Partners

## *Denmark*

Illum  
Magasin Du Nord

## *France*

Galleries Lafayette  
L'exception  
Citadium

## *Netherlands*

De Bijenkorf

## *Germany*

KaDeWe  
Breuninger  
Lösekann  
BSTN  
Engelhorn

## *Spain*

Poppyns  
Jofre

## *Sweden*

Åhlens  
NK  
Johnells

## *United Kingdom*

Tessuti  
Flannels

## *Finland*

Stockmann  
Sokos

## *Middle East*

Bloomingdales  
Ounass

## *Turkey*

Beymen

## *Switzerland*

Jelmoli  
Globus

## *Belgium*

Clinic  
Wear

## *The United States*

Nordstrom

## *Canada*

TNT Fashion  
Simons

## *Ukraine*

Tsum

## *Cyprus*

ERA

## *Norway*

Høyer  
Bogart

## *Israel*

De Appartment



# Les Deux Retail

In order to develop the the Les Deux experience, we are currently in the process of expanding our fleet of brick-and-mortar flagship stores. With full control of the arenas in which we meet our future consumers, Les Deux is ready to take on the international menswear scene.

Copenhagen, DK



Aarhus, DK



Frederiksberg, DK



Amager, DK



A man with dark hair and glasses is sitting on a dark wooden park bench. He is wearing a dark jacket and dark pants. The bench is set against a stone wall. In the background, there are trees with autumn-colored leaves and a city skyline. The text "LES DEUX" is overlaid in white serif font across the middle of the image.

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