



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:*

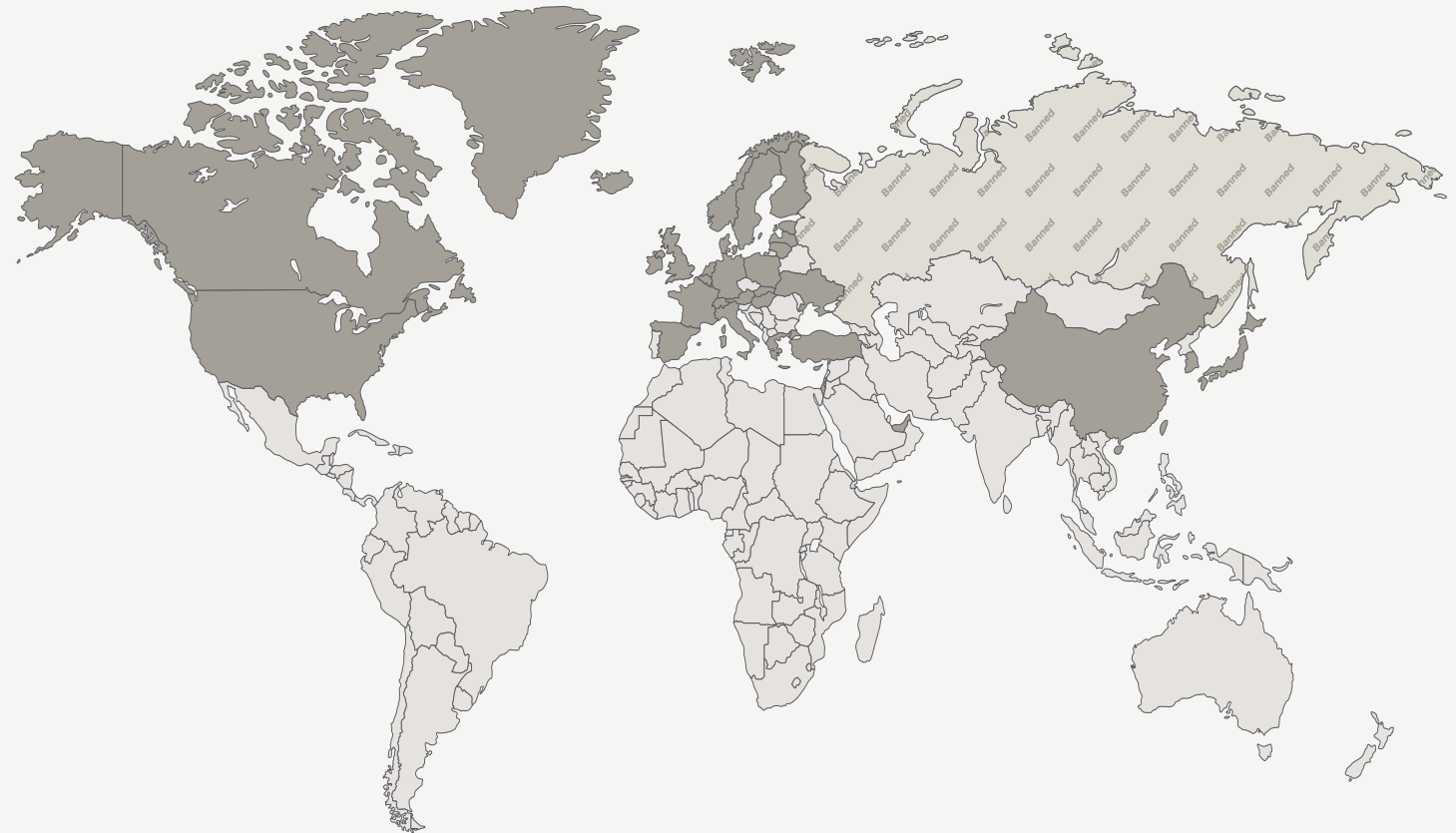
China

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 over a dark shirt and dark trousers. His right arm is resting on the back of the bench. The bench is made of dark wood and is set against a low, textured stone wall. Behind the wall, there are trees with bare branches and some with light-colored leaves. In the background, tall city buildings are visible. The ground is paved with dark cobblestones. The text "LES DEUX" is overlaid in a white, serif font across the middle of the image, partially covering the man and the bench.

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