



Les Deux

PRE-SPRING 2027
VISUAL MERCHANDISING GUIDE

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HOW TO ARRANGE YOUR LES DEUX RACKS

First impressions count, especially when it comes to clothing. This Visual Merchandising Guide is designed to help your Les Deux racks stand out from the crowd.

It's been created after years of trial and error both in our own brand stores and in collab with Partners around the world, then carefully curated for our Pre-Spring 2027. Thanks for taking the time to read it.

SOME GENERAL TIPS AND TRICKS:

Our signature style is all about contrast, so don't forget to mix different codes together: preppy with sporty, timeless with expressive.

Put different textures next to each other, like a knitted shirt next to nylon, for example. It adds a whole new element to the way the rack looks and feels.

We'd really appreciate it if you steamed the garments.

TEAK BROWN, IVORY, NAVY PEONY BLUE







DELICIOSO BROWN, LAUREL WREATH GREEN



A black metal clothing rack bar.

A collection of hanging garments including jackets, shirts, and trousers in various colors and patterns.

A pair of brown loafers.

A dark cap with the Roman numeral 'II'.

A white and grey patterned ball with the text 'Les Deux'.

A dark, tapered vase.

A brown leather suitcase.

A wooden stool with books, including one titled 'DANSKE SKILTE'.

MISTY ROSE PINK, BLACK





TOKYO
style





DARK BLUE NIGHT, POTENT PURPLE, CASHMERE BLUE



DUFFEL BAG GREEN, DARK SAND CHECK, BLACK





DANSKE SKILTE

KYSTLAND

Les Deux



DARK NAVY BLUE, LIGHT SAND, SCARLET RED



COFFEE BROWN, DUFFEL BAG GREEN, GOLDEN YELLOW







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