

# BRAND BOOK

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.





*Les Deux*

HOA



# 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  
Israel  
Slovakia  
Poland  
Hungary

## Turkey

Latvia  
Lithuania  
Ukraine  
Cyprus  
Greece  
Malta  
The Balkans

## *North America:*

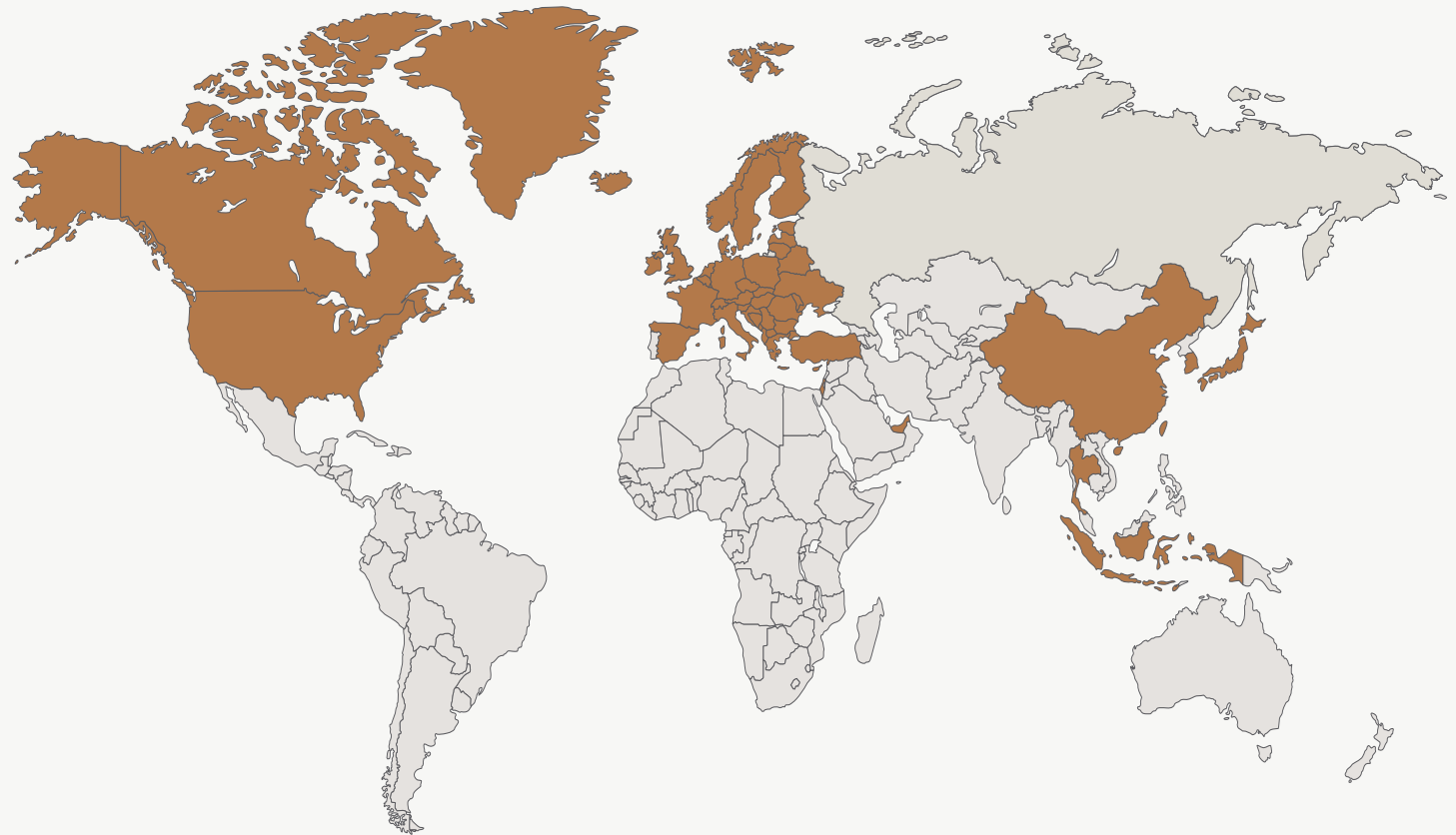
United States  
Canada  
Greenland

## *Asia:*

Korea  
China  
Thailand  
Japan  
South Korea

## *Middle East:*

United Arab Emirates



Due to the current situation in Ukraine, we have suspended all business in the Russian Federation indefinitely.

# Key Retail Partners

## *France*

Galleries Lafayette  
L'exception  
Citadium  
Printemps

## *Netherlands*

De Bijenkorf

## *Germany*

KaDeWe  
Breuninger  
Galleries Lafayette  
BSTN  
Engelhorn

## *Spain*

Jofre

## *Sweden*

Åhlens  
Johnells

## *United Kingdom*

Tessuti  
Flannels

## *Finland*

Stockmann  
Sokos

## *Middle East*

Bloomingdales  
Ounass

## *Canada*

TNT Fashion  
Simons

## Good Neighbour

Due West

## *Turkey*

Beymen

## *Switzerland*

Jelmoli  
Globus

## *Belgium*

Clinic  
Wear

## *The United States*

Nordstrom  
Bloomingdales

## *Ukraine*

Tsum

## *Malta*

Bluerock

## *Norway*

Høyer  
Bogart

## *Thailand*

Siam Discovery

## *Korea*

Kolon Group

## *Italy*

Biffi

## *Denmark*

Illum  
Magasin Du Nord

A photograph of a man sitting in the driver's seat of a car. He is wearing a dark, textured cap with the words "Les Deux" embroidered on the side. He is also wearing a brown and white checkered jacket. The car's interior is visible, including the rearview mirror, the dashboard, and the seats. The lighting is warm and golden, suggesting a sunset or sunrise. The text "LES DEUX" is overlaid in the center of the image in a white, serif font.

LES DEUX