

Pre Spring 2024

Memory Lane
Revisited

LES DEUX

Introduction

We're proud to present our collection for Pre-Spring '24, Memory Lane Revisited.

A couple of scenarios provided us with creative inspiration for some of the styles this season, like meeting friends or family during the depths of winter at a local pub or watching a local rugby or football match during the harshest weather.

These are neighborhood hotspots where everyone is welcome, and they host people from a wide range of backgrounds, which is something that really spoke to us and the community we're trying to build.

It's for this reason that we chose Scotland as our set-

ting. The soaring mountains of the highlands, bracing climate, and centuries of tradition matched some of our central themes of nostalgia and heritage, while Edinburgh is a crossroads between modern and old, street and preppy.

The popularity of retro '90s styles shows no sign of slowing down, and we've approached this from a different angle this season. Along with our take on the urban high-top footwear that defined the decade, we've also sought to introduce a '90s vibe into some of the more traditional styles like our knitwear.

Duality and street style will always be something that's important to us and our brand, but we see an ▶







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increasing interest in classic and cozy knits right now, so we've put a lot of effort into expanding this side of our offering while also maintaining our sweats range.

It's perhaps most noticeable in one of the headline styles for the season: Fair Isle and Icelandic knits that channel a preppy style while also remaining down-to-earth at the same time.

We've also introduced a brand-new logo design that appears on our rugby styles and beyond: a mirrored white and red rose. It's only when you take a closer look that the Les Deux lettering appears, and we found something quite poetic in this.

Inspired by the initial scenarios we envisioned, we've gone big on traditional check patterns, with our widest ever selection of buffalo, plaid, broken checks, houndstooth, and more. Crucially, these



can be found across the product groups, from outerwear like puffer jackets to accessories like tote bags.

Likewise, texture has played a big role for us throughout the range – think heavy woolen bouclé overcoats, corduroy caps, fleece vests, long-haired shirts, and heavily brushed overshirts.

The color scheme for the season matches the nostalgic coziness we've tried to create, with a muted and darker woodland palette that reflects the shorter days of winter. Core colors include a range of dark and peaty browns, smokey greys, rusty oranges, soft reds, and deep evergreens.

In a nutshell, Memory Lane Revisited is a celebration of tradition, nostalgia, and heritage, with a focus on rich and tactile materials and comfort.

















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