

VM GUIDE

PRE-SPRING '25

Les Deux





HOW TO ARRANGE YOUR LES DEUX RACKS

The way you present your Les Deux garments can make a big difference to how popular they are with customers. To help you out, the Visual Merchandising Guide is designed to make your in-store racks look great.

It's been created after years of trial and error, both in our own brand stores and in collaboration with Partners around the world, and specifically tailored to our collection, Neighborhood.

SOME GENERAL TIPS AND TRICKS:

Our style is all about the contrast between preppy and street, so don't forget to mix sporty and classic styles together.

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

Use the color combos on the next pages, which have been carefully selected by our design team.

IVORY, OATMEAL MELANGE & CHIVE GREEN

The ivory and oatmeal mélange colors create a soft and mellow foundation for this rack, allowing the chive green to catch the eye. The combination of casual and formal with the box-fit jersey mixed with Italian wool in a herringbone structure offers quite the contrast that complements each other through texture and fabrics with each distinctive expression.



IVORY, OATMEAL MELANGE
& CHIVE GREEN





IVORY, BLACK, DARK PURPLE & GREEN

The tones of this assembly are held back for the texture to attract the eye – or rather hands. This rack presents itself through a tactile journey, as a hybrid of fabrics and textures are gathered, namely corduroy, waffle knit, light wool, jersey, and all-over embroidered poplin.

IVORY, BLACK,
DARK PURPLE & GREEN



ROSLIN GREEN, RED & IVORY

The rack of duality. It is Italian jacquard, a weaving method creating flower-like patterns, combined with fleece tracksuits, all with our signature ornamental, paisley design. Think of the Holidays in colors, but be reassured that it provides something completely different; It's sporty, fresh, and nostalgic.



ROSIN GREEN,
RED & IVORY





RUST RED, FOUR-COLORED HOUNDSTOOTH & IVORY

Inspired by the brick and mortar of New York City, rust red strikes the eyes of this subtle rack, but is still subdued with its oaky undertone. The classic, four-colored houndstooth coat with its burned red, plays well with the rusty red and the simple check flannel overshirt. For a more rough contrast in texture and color add the leader, varsity jacket that brings this rack's Lower East thrift shopping feel across the line.

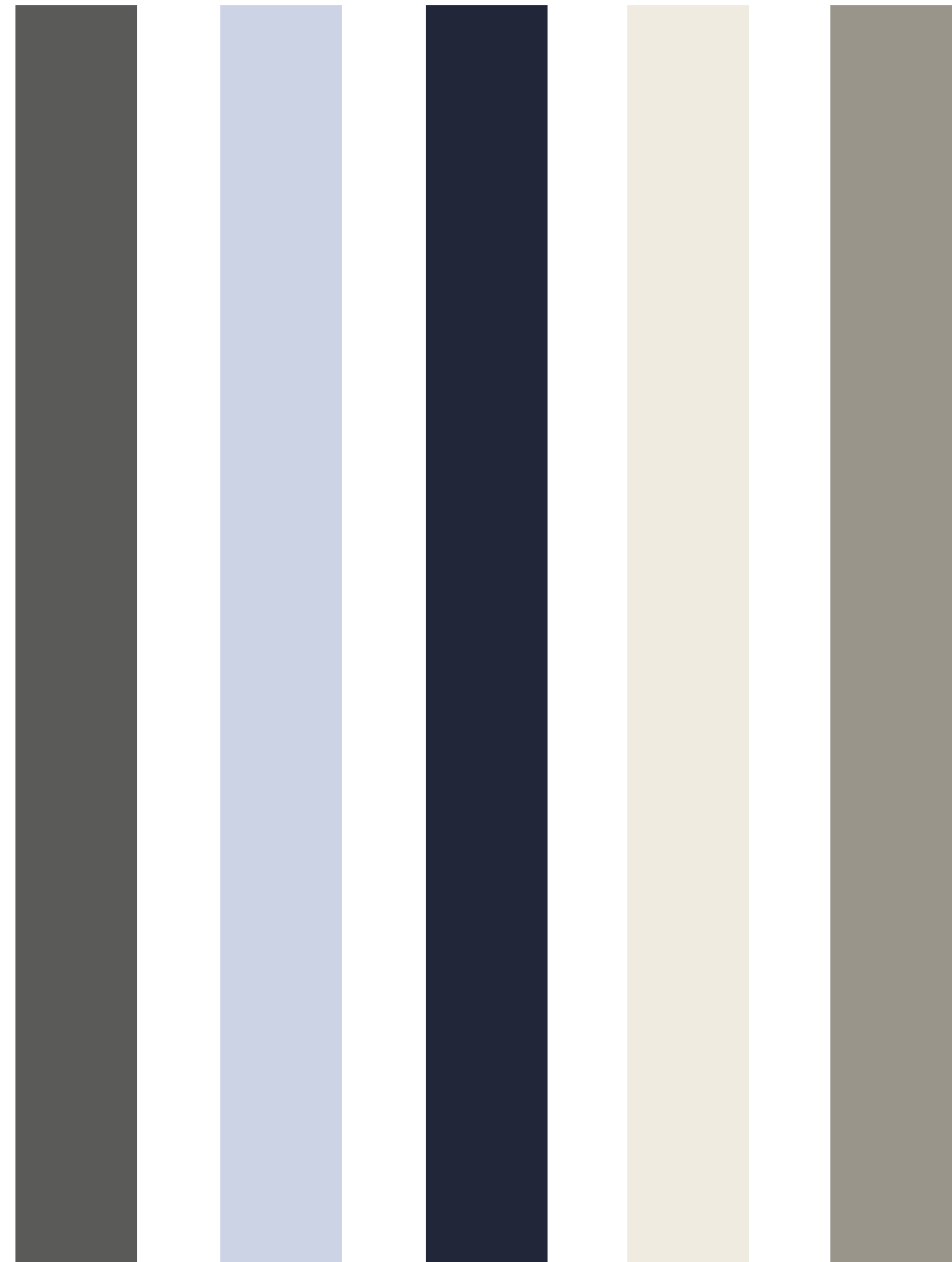
RUST RED, FOUR-COLORED
HOUNDSTOOTH & IVORY



MIX OF BLUE, SAND, IVORY & GREY

This rack represents the fundament, the bread and butter of anyone's wardrobe. Through its earthy tones combined with the day-bright blue, people will gravitate towards this rack for its basics and reliable fabrics.

But if you seek to make the rack more exciting add the printed jersey and playful shirts from the same program.



MIX OF BLUE, SAND,
IVORY & GREY





DUSTY PINK & DARK ROSIN GREEN

The leap to the eye. Not only the playful color scheme but more so the hero of this rack; the flower jacquard jacket. Not to say that it does not fit in. It distinctively stands out through its contrasted yet muted colors to the lively dusty pink that is undoubtedly inviting.

DUSTY PINK &
DARK ROSIN GREEN

