

# LES DEUX



**SS25**

*A comprehensive range for Spring 25, and our interpretation of a trio of city styles. Rustic & unpretentious pieces inspired by Dubrovnik, sophisticated suiting elements meet '90s sportswear influenced by Naples, and NYC street & bro-core style is partnered with Ivy League prep. These three pillars are united throughout the range.*

**MEDITERRANEAN  
SPORTS SOCIETY**





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BUILT

*Les Deux was founded in Copenhagen, Denmark, with a signature dualistic style pairing preppy classics and expressive streetwear.*

*Over the past decade, we've grown from a couple of friends working out of a basement into an international community with a global perspective, all built by holding on to the teamwork and passion that was there at the beginning.*

BUT THE

AMBITION

OF AN APPAREL





# COLLECTION SUMMARY

*In Dubrovnik, where stone walls meet the waves of the Mediterranean, something unusual is about to happen.*

*The New Yorker steps from his hotel. Wearing a fusion of early '90s streetwear and Ivy League flair, he heads west, admiring the sights on the latest stop in his European adventure.*

*The Neapolitan, eagerly anticipating a morning off from a busy business trip, goes south, walking through the streets dressed in a sophisticated yet sporty Italian aesthetic.*

*The Croatian, descendant of a long line of fishermen, walks east from his flat, the airy fabrics and authentic handstitched details of his clothing marking him as a son of the city.*

*Three different journeys meet at the same point: a deserted basketball court overlooking the sea.*

*The game begins. Each of them pushes their skills to the limit, then further, pulling off tricks and shots they'd never normally attempt. The competition is fierce, each at their best because of the other two.*

*Barriers dissolve and bonds form. They joke and tell stories about their lives, recognizing the difference between them, yet appreciating what they have in common.*

*As their match ends in a tie, they stand together in the heat, admiring the terracotta roofs of the city.*

*Three strangers, now friends, united by a shared passion and the universal language of sport.*

## COLLECTION IN BRIEF

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## PALETTE

Hero colors inspired by the shades & tones of the Adriatic coast: ivy greens, sky blues, sun-bleached yellows, granite greys, and deep reds.

## PATTERNS & ARTWORK

Oil painting style prints, sans serif & italic brand text, hand drawn style flower motifs, an expressive collab with artist Gianluca Cannizzo, checkerboard patterns, pinstripes, allover flag embroidery, tablecloth & wallpaper patterns.

## STANDOUT PIECES

**Short Sleeve Shirts:** Tablecloth print TENCEL™, allover jacquard, embroidery anglaise, & wallpaper ramie/cotton blends.

**Long Sleeves & Overshirts:** TENCEL™ & linen essentials, allover embroidered pieces, flower motif denim, & oil-painting jacquard.

**Pants & Shorts:** Relaxed fit denim, linen suit and drawstring pants, cotton slim fit suit pants, linen & denim shorts.

**Knitwear:** Knitted cotton short sleeve shirts, linen blend polos, slub yarn cotton roundnecks & polos.

**Jersey & Track:** Textured track jackets, shorts, and pants in boxy fits, jersey, mesh & knitted tank tops.

**Outerwear:** Box-fit blazers, denim & suede jackets, technical varsity jackets, workwear jackets, cotton coats.

**Shoes:** Leather pool slides, chunky sole boat shoes, suede loafers, derbies, & desert boots, '90s style sneakers.

**Accessories:** Paisley, wallpaper, and oil-painting style ties, leather belts handmade in Denmark, bold-print neckerchiefs, a new series of technical nylon/canvas bags.

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# THE NEW YORKER

The New Yorker effortlessly unites contrasting styles.

Comfortable in '90s-inspired streetwear and preppy pieces, he draws on the bro-core trend by adding sportswear in technical nylon into his attire.

He'll often partner a pair of chunky moc toes with denim and a varsity jacket.

For the New Yorker though, adding something different to round off his style is essential. He has a passion for old Americana artwork and workwear, and his wardrobe is heavily stacked with varsity jackets and collegiate inspired artwork on jersey and tees.

He also adds more formal Ivy League elements to his rotation, partnering casual pieces with a heritage pattern blazer.

Ultimately, The New Yorker is comfortable in his skin and confident in his style, incorporating new trends into his wardrobe while remaining true to his own distinctive look.

















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SS25

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# THE NEAPOLITAN

*The Neapolitan is passionate about the clothing he wears, encapsulating the Italian appreciation of sophistication and personal expression through fashion.*

*He's deeply knowledgeable about tailoring, and has a love of blazers, airy short sleeve shirts, and casual slub yarn knit polos.*

*His selection of loafers and moc toes are handmade in Portugal from the finest leather and suede.*

*He also knows that while the rules of fashion are important, just sometimes they're there to be broken.*

*Drawing on sportswear influences, he incorporates nostalgic nylon pieces into his style, whether that's a tactile nylon track jacket or bold tapestry print technical shorts.*

*Suave and distinguished, the Neapolitan's choice of light and airy materials in formal and sporty cuts is a product of the Mediterranean climate he's accustomed to.*







voće i povrće

INTERNATIONAL SPORTING  
**LES DELUX**  
*Goods*  
EST 2011











# THE CROATIAN

*For the Croatian, functionality is just as important as style.*

*He believes it's necessary that his style of clothing tells a story about him, his history, and his roots as the descendant of a long line of fishermen. However, breathability and comfort are non-negotiable.*

*Light knitted short sleeve shirts, traditionally inspired flower motifs in a hand-stitched style, and easy wearing pieces with artwork depicting the landscape around him are what mark out the Croatian's style.*

*It's a rustic, authentic, and unpretentious way of dressing that reflects an upbringing that put family first. He wears a cap not just for the way it looks, but for shading his eyes against the hot Adriatic sun.*

*His way of dressing is inspired by what he sees around him every day, like a shirt decorated with a tablecloth pattern similar to one found in his neighborhood tavern.*

*The Croatian knows what he likes: down-to-earth style that looks good and serves a purpose.*



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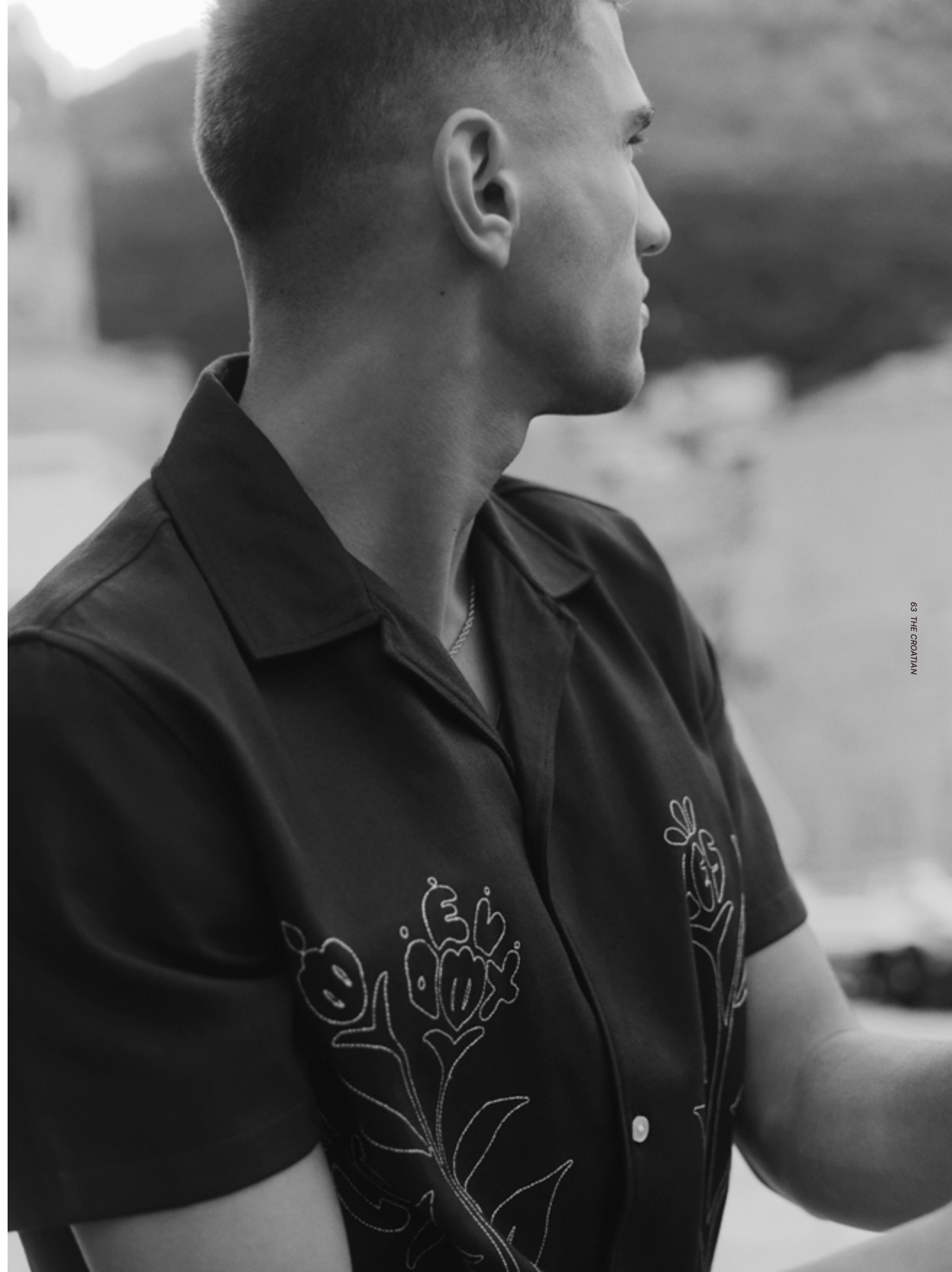
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