

"Canadian twin brothers **Dean and Dan Caten** moved to Milan in 1991 to further pursue their love for fashion and desire to have their own collection. The result was a debut in 1994 with a Men's collection and in February 2003 they launched their first women's runway show. Dsquared2 shows are often multimedia extravaganzas, combining fashion with art and music. Dean and Dan's unique mix of American wit, refined Italian tailoring and attention to detail inspire a loyal following. "We consider our clothes to be real," said Dean. "We want people to look cool, not dressed up. We design what we want to wear ourselves." Among this growing following are celebrities such as Lenny Kravitz, Justin Timberlake and Ricky Martin. The twins have also put their stamp on the women's fashion world and were thrilled when they were commissioned to create costumes for Madonna's "Don't Tell Me" video and the cowboy segment in her 2002 Drowned World tour. "The Madonna thing was a big deal for us, because she has always been a huge inspiration. She first liked a pair of our jeans and before we knew it we had created 150 pieces for her tour. It has been an amazing and fulfilling experience" said Dan."

<http://sito.dsquared2.com/index3.html>

Dean and Dan Caten, Canadian twin brothers from Willowdale, Ontario, came to Italy in 1991 with the goal of pursuing their love of fashion and realizing their dream of creating their very own prêt-à-porter collection.

After several collaborations, the first real opportunity for a potential spot in the international hall of fame came along in 1994 when they brought a men's prêt-à-porter collection to the runways of Milan, marking the first in a long succession of runway extravaganzas that were to capture the attention of the fashion world for their matchless combination of style, music, and spectacle.

In June 2002, the Caten twins launched their long-awaited Spring-Summer 2003 Women's wear Collection. The following day, the prestigious trade publication, WWD, featured Dsquared2 on its front cover and published a two-page interview, in which Dan said: the Dsquared2 woman is self-assured, vibrant and sexy – the perfect complement to our signature men's look."

2002 was also the year in which they began working with Staff International, which signed a licensing agreement enabling it to begin producing and distributing the label's collections worldwide.

However, it was not until the Autumn-Winter 03/04 season that a full Dsquared2 Women's Collection debuted. To celebrate the event, supermodels Naomi Campbell, Eva Herzigova, Karolina Kukova and Fernanda Tavares were featured as rock stars disembarking from a candy pink private jet. The show generated yet another WWD cover.

This evolution is also due to the continuous international inspiration received by Dean and Dan, who, while dividing their life and work between Milan and London, create their collections in Italy, "Born in Canada, living in London, made in Italy."

One of the logical outcomes of the strong growth experienced by the brand is product diversification, with special emphasis on accessories, footwear, and fragrance. In addition to Dsquared2's line of men's footwear, produced by Galizio Torresi since the early days of the first collections, a women's footwear line is introduced with the Autumn-Winter 04.

Beginning with the Autumn-Winter 07/08 collection Dsquared2 has decided to have its women's footwear produced by Italian shoemaker Pollini. In addition, a licensing agreement with I.T.C. for the production and international distribution of Dsquared2 fragrances and cosmetics has just been signed.

Since the very beginning, Dsquared2 has always attracted a following among international celebrities: Lenny Kravitz, Justin Timberlake, Ricky Martin, Nelly Furtado, Simon Webbe, and Robbie Williams are all devotees of the brand. But it is thanks to a lucky encounter with Madonna that the Caten twins were able to leave an indelible mark on the world of international show business: they were commissioned to create the artist's wardrobe for her 2000 video, "Don't Tell Me" and for the cowboy segment of her 2002 Drowned World Tour.

Significant partnerships with the music world continued the following year with Christina Aguilera for whom the Caten twins designed her wardrobe and that of the dance team for the opening of her world tour, "Justified and Stripped Tour 2003", featuring her with Justin Timberlake.

And Italy loves them too: From Gianna Nannini to Laura Pausini for whom they designed the outfits for her single appearance at San Siro Stadium as part of her Italian Tour-

Music, showbiz, cinema...the world's inspiring Dean and Dan are endless: in 2006, Dean and Caten decided to exclusively create the new official uniforms for Turin's soccer club, Juventus - a partnership that is to last over the next four years.

In 2004, they designed t-shirts for sale, the profits of which would eventually be donated to the Southeast Asian communities stricken by the tsunami; in 2006 they participated in "Deutsche Aids Hilfe? By contributing a denim and leather covered soccer ball for auction to raise money for the anti-AIDS effort.

International recognition has been significant: in 2003, the Dsquared2 received the "La Kore" award, considered the "Oscar" of the Italian fashion world, as the most original designers. The same year they were named "Men of the Year" by GQ Magazine-USA as the Best Breakthrough Design Team.

In 2006, competing among a slate of fashion designer renown for originality, Dean and Dan won the prestigious award "Aguja de Oro" ("Golden Needle"); for the occasion, the brothers designed an outfit that will remain on display at the Museo del Traje in Madrid.