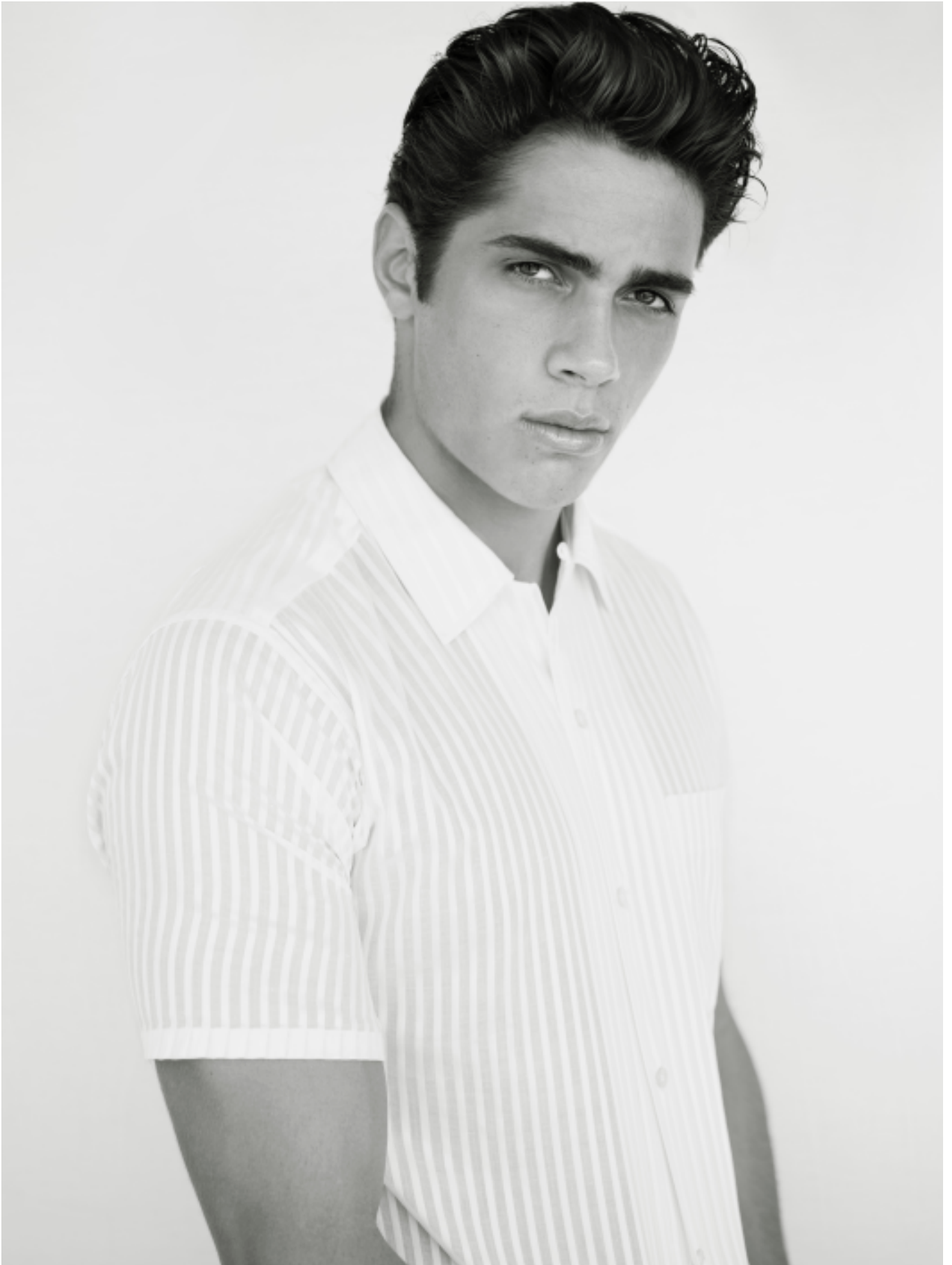


DAMAN



ADRIEN

HEIGHT: 189 CHEST: 98 WAIST: 75 HAIR: BROWN EYES: HAZEL SUIT: 50 SHOES: 44

HBD2, Dsquared2!

Between them, identical-twin creative directors Dan and Dean Cohen have spent a half-century embodying Canadian-Mexican fashion. Here, a double-stuffed celebration of their brand's 25th birthday.

Photography: Chistella de Castro Fashion: Anna Hewison

Q Happy birthday! How does it feel to be celebrating 25 years as a brand?
Dean and Dan Cohen We are very proud and deeply grateful to have reached such an important milestone for the brand and for ourselves. We are grateful for everything and owe our continued and dedicated loyalty to whom we were designing clothes for our sisters' special occasions. When we started, we said to each other, "This is our one shot." We could have chosen to go back to Canada and still been satisfied that we had made it. But we chose to come to Canada. It was hard to give to New York, we would have been a bus ride away from home and we could have given up quickly. We wanted to put on our own and a language barrier between us and our goal. It was going up as difficult as possible. Yesterday I was a dream, and today it's a reality.

Q How has the brand changed since its inception a quarter-century ago?
DSQC Since the beginning, our vision was to create innovative, yet wearable clothes for people like us—people who work, play, and party. Clothes that make you feel comfortable and at ease day and night. It's always been what we like. It has just evolved. Over the years, we covered more [territory] from formal events to sports. Now you can go to the beach, do work, or celebrate a special occasion [in our clothes].

Q How have you both changed, and what have you learned about each other?
DSQC We have learned that it's not on hand as everybody else. You just need to be focused. You need to believe in yourself, dream big and work hard to get what you have always desired. As for us, we have learned to understand and always better each other as we cannot live without the other. We have made a decision if we're not in agreement.



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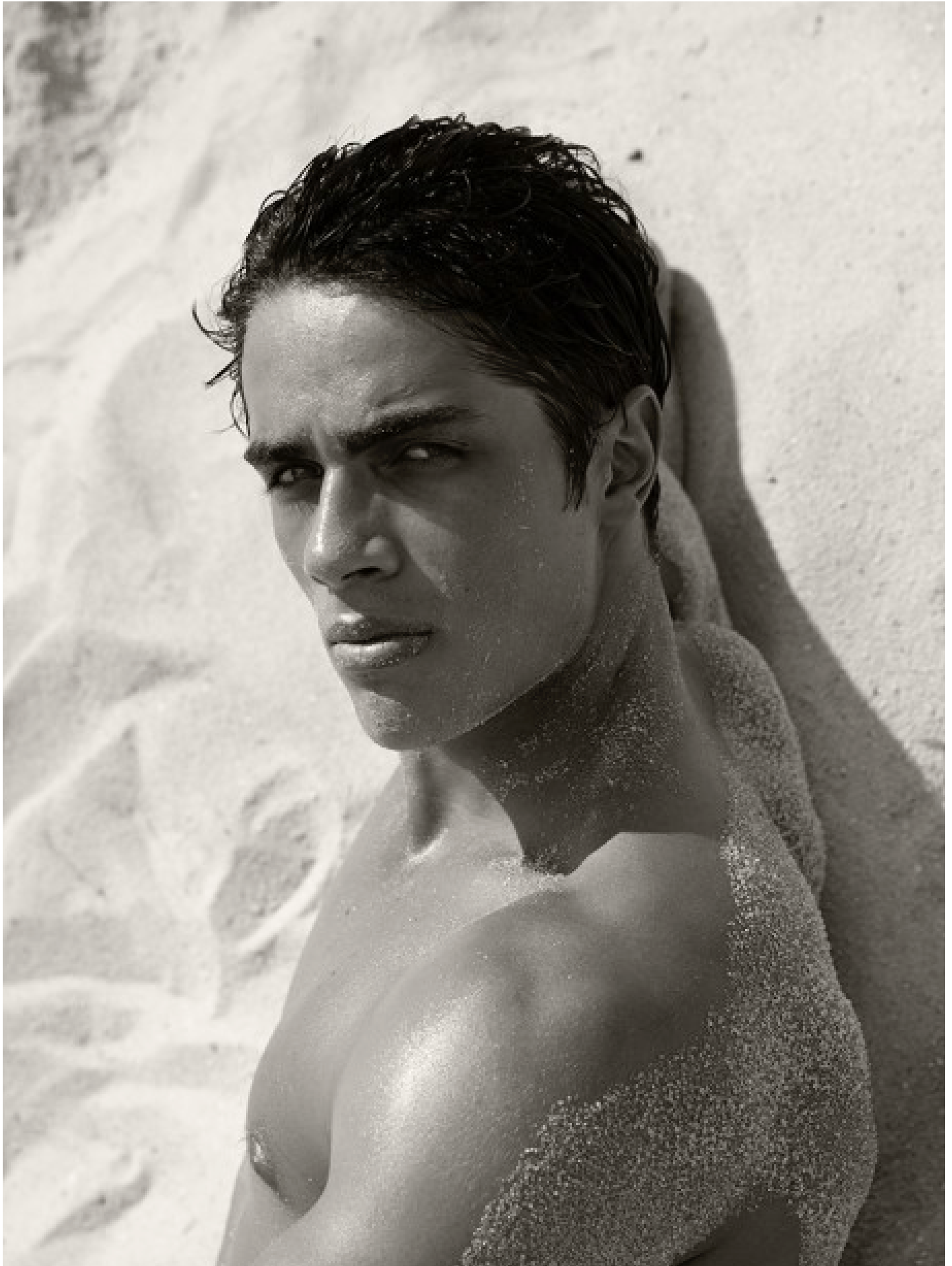
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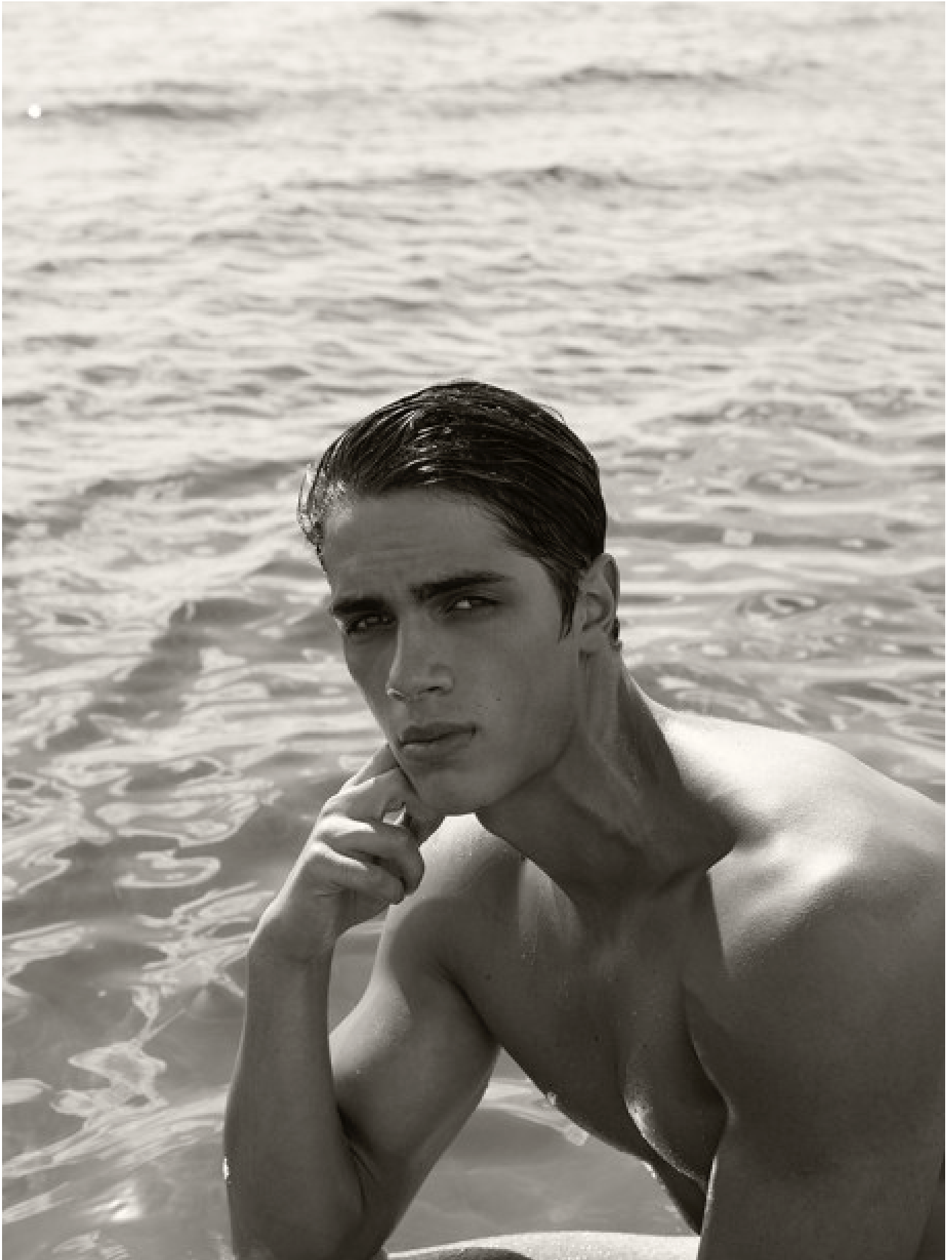
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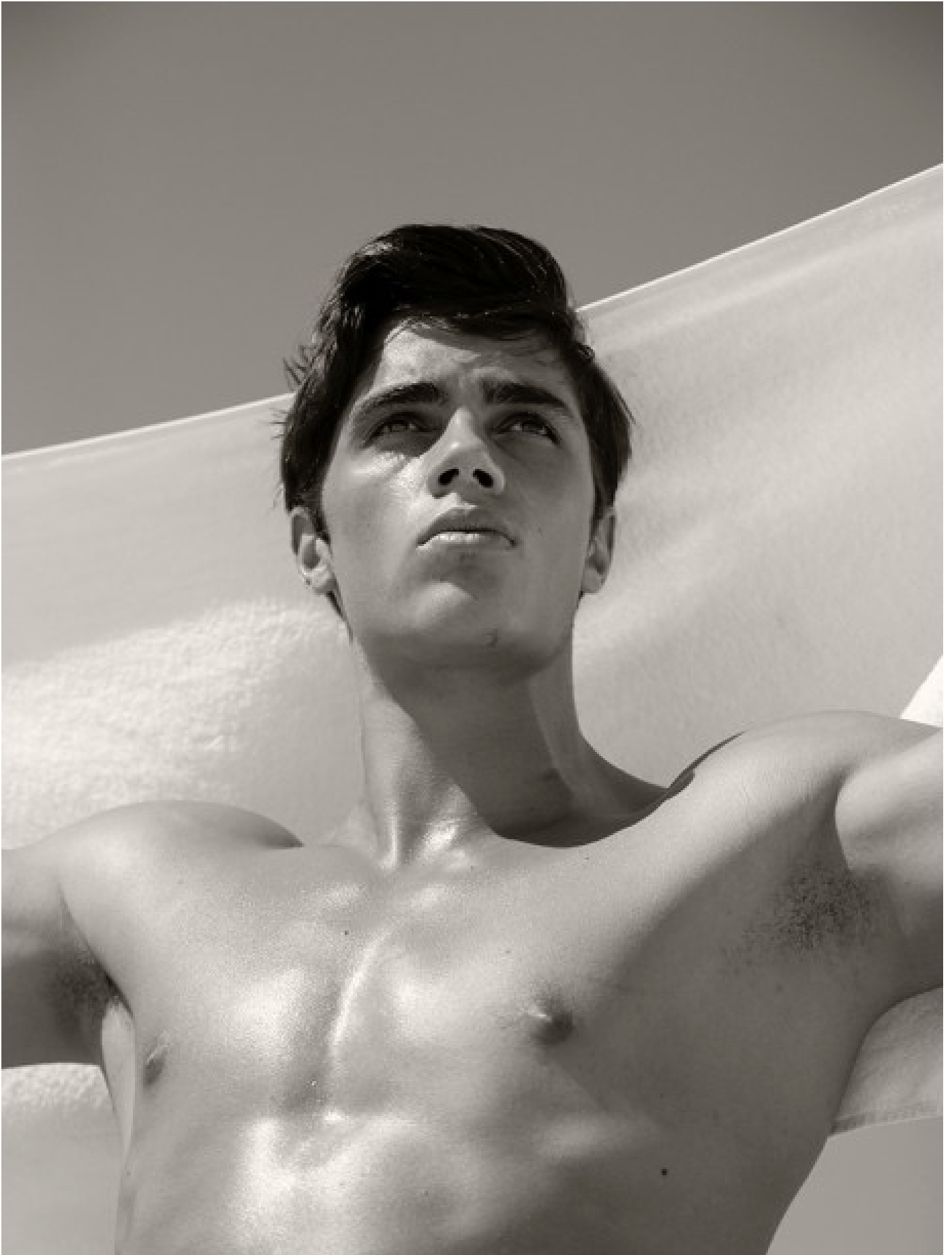
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