Dsquared2’s eco pop-up store premières at Galeries Lafayette in Paris

By Dominique Muret  ·  May 13, 2022

Dsquared2 has alighted in Paris with its ‘One Life One Planet’ ecological project, a low environmental impact capsule collection designed by Canadian designers Dean and Dan Caten, freshly launched on the market. ‘One Life One Planet’ will be showcased via a series of pop-up stores around the world, the first of them in the French capital.

Dsquared2’s pop-up store, open until May 30, has pride of place at the entrance of the Galeries Lafayette’s Champs-Elysées branch. Decked out in artificial turf, it extends over some 40 m2 and features a skateboard track and a long green tunnel.

The collection consists of a selection of accessories and essentials for men and women, including certified organic cotton t-shirts and sweatshirts, jersey joggers made from a blend of bio and recycled fibres, bomber jackets in recycled nylon, and organic cotton jeans that feature an innovative “elasticated” yarn, 50% made with recycled and biodegradable material.

“This collection is a first step by Dsquared2 towards contributing to a more sustainable fashion industry,” said the label, which is opening a pop-up store at Galeries Lafayette for the first time. Dsquared2 is present with a menswear concession at another Galeries Lafayette branch in Paris, on boulevard Haussmann, its only permanent presence in the French capital.

After Paris, ‘One Life One Planet’ will be presented via other pop-up stores. Notably in Germany, at Breuninger in Stuttgart and Düsseldorf; in Poland, at Vitkac in Warsaw; at the label’s Milanese stores in via Verri and Porta Nuova; and in Japan, at Hankyu Umeda in Osaka. Dsquared2 has recently opened two stores in Japan: a shop-in-shop in Kyoto within the Daimaru department store, and a monobrand store in the Omotesando Hills shopping mall in Tokyo.

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