

The people. The point of view.



From the Sui Generis catalog

THE BEGINNING

Dean Caten & Dan Caten

Canadian twin brothers Dean and Dan Caten moved to Italy and presented their first DSquared2 men's collection in 1995. The brand describes its identity as a mix of Canadian iconography, Italian tailoring and playful sensuality, often summarized by the phrase 'Born in Canada, Made in Italy.' Authentication should nevertheless follow the actual country label on the specific product: current official product pages show some items made in Italy and others made in China. Use 1995 first collection as the primary historical anchor, then identify later pieces through official product IDs, runway graphics and collaboration/capsule references. Because logo graphics recur, the care/product tag is often more useful for exact identification than the exterior slogan.

FOUNDED

1995

ORIGIN

Milan, Italy (Canadian founders)

WHY THE DETAILS MATTER

DSquared2 official product pages publish PRODUCT ID values (for example, long alphanumeric codes beginning with category letters). Use that ID to match the exact product, color and material. Product IDs identify a style/variant; they are not necessarily unique serial numbers for one unit. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the DSquared2 care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

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Names, lines & relationships

Dsquared2

Parent fashion house / mainline

Men's and women's ready-to-wear, denim, footwear, bags, underwear and accessories.

D2Kids

Children's category line

Baby and children's clothing, footwear and accessories, including newborn through age 16.

Dsquared2 mainline remains the parent fashion identity under Dean and Dan Caten. D2Kids is the active children's category. ICON is a recurring cross-category product/graphic program rather than a separate diffusion house.

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A story in chapters

1995

DSquared2

House origins · Dean Caten & Dan Caten

COLLECTION CONTEXT

Canadian twin brothers Dean and Dan Caten moved to Italy and presented their first DSquared2 men's collection in 1995. The brand describes its identity as a mix of Canadian iconography, Italian tailoring and playful sensuality, often summarized by the phrase 'Born in Canada, Made in Italy.' Authentication should nevertheless follow the actual country label on the specific product: current official product pages show some items made in Italy and others made in China. Use 1995 first collection as the primary historical anchor, then identify later pieces through official product IDs, runway graphics and collaboration/capsule references. Because logo graphics recur, the care/product tag is often more useful for exact identification than the exterior slogan.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

DSQUARED2 Size 34 Washed Indigo Selvedge Distressed Denim Jeans

Marked size = the item's original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

Exterior pocket embroidery and back patch

02 / HOW TO USE IT

This view documents the placement and scale of the jeans' embroidery and patch. Use those visible design features to narrow comparisons with other catalog examples.

03 / WHAT TO CHECK NEXT

The exterior detail does not replace an interior label. Request the waistband brand tag, size and complete care tag before assigning production details or fiber percentages.

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SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- https://www.dsquared2.com/us/dsquared2-logo-baseball-cap/BCM002805C00001M063.html

https://www.dsquared2.com/us/d2-baseball-cap/BCM055005C000012124.html

https://www.dsquared2.com/ba/about-dsquared2/about-dsquared2.html

https://www.dsquared2.com/

https://www.dsquared2.com/us/kids

https://www.vogue.com/fashion-shows/designer/dsquared

https://suigenerisconsignment.com/products/dsquared2-size-34-washed-indigo-selvedge-distressed-denim-jeans

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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