DSquared2 shuts giant London store

By Sandra Halliday - 17 February 2022

DSquared2 has closed its giant London flagship store in the West End, some seven years after it opened. The store, which is on the corner of Conduit Street and Savile Row, opened in a prime position not far from luxury hubs Bond Street and Regent Street at a time when London retail looked almost unstoppable.

But the past two years saw the location closed for months on end and even after stores reopened, the lack of tourists in London has meant footfall to the 8,612 sq ft location was severely dented.

Open since March 2015, the store store covers three floors and offered the full brand product line-up, including both men’s and womenswear, plus accessories, bags, eyewear, footwear and fragrances.

Although the store is still showing as active on the brand’s website, calls to the location aren’t being answered.
DSquared2 retains a presence in London, however, with stockists including the city’s three upscale department stores, Harrods, Harvey Nichols and Selfridges — the latter not far from the flagship.

The opening of the ambitious London site came as brand founder Dean and Dan Caten made the city their part-time home so the closure must be a huge disappointment for them.

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