



Media Information
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A rocking MINI by DSQUARED² for the 2011 Life Ball. Background on the fashion label.

Munich/Vienna. An intelligent mix of ambition, tailoring art and a maniacal eye for details are the founding qualities of the DSQUARED² philosophy, which has given a new life and alternative to the concept of luxury. The Canadian twins Dean and Dan Caten launched their first prêt-à-porter collection in 1995, obtaining, from the beginning, an enormous success amongst the press and big international celebrities such as Madonna, Lenny Kravitz, Rihanna, Britney Spears, Justin Timberlake, Usher, Beyoncé, Christina Aguilera and David Beckham. In addition, the brand proudly collaborates with the world of sports: after the three-year collaboration with Juventus, for the last two years the new off field uniforms for Barcelona FC have been signed DSQUARED².

The brand has also received numerous tributes and recognitions in Canada and beyond. Last September Dean and Dan Caten marked their star on Canada's prestigious Walk of Fame in Toronto, and for the occasion of the Winter 2010 Olympic Games in Vancouver, the twins were nominated Headline Talent Costume Designers for the Opening and Closing Ceremonies. Recently, the twins have also made their debut in the media world: they have been presenters for Launch my Line – a reality show centred around the fashion world and broadcast by the American TV station Bravo TV. In addition to this they have been speakers for Sirius XM Radio. The DSQUARED² team personally designs the men's, women's, accessory, eyewear and fragrances collections. DSQUARED² currently has mono-brand stores in Milan, Capri, Kiev, Hong Kong, Cannes, Dubai, Singapore, Monte Carlo, Athens, Thessaloniki, Shanghai and Beijing.

For questions please contact:

Katrin Herold, Product Communication MINI
Telephone: +49-89-382-57185, Fax: +49-89-382-20626

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-57185

Internet
www.bmwgroup.com

Media Website: www.press.bmwgroup.com
E-mail: presse@bmw.de