

# DSQUARED2

# OBSSESSED2

FALL/WINTER 2025

Dayton Page

ARA

FASM 215

Prof. Sewell

Spring 2025

# RUNWAY SHOW / COLLECTION





# OVERVIEW OF RUNWAY SHOW/COLLECTION

The “Obsessed2” runway show follows an “anniversary narrative” that showcases the outlandish and over-the-top aesthetic of twin brother designers, Dean and Dan Caten, and references their history of 30 years with the brand.

The runway show takes place at the “DSQUARED2 Bros. Co”, a setting that bears resemblance to a New York-like nightclub and street scene, where models arrived on the catwalk in limousines, pickup trucks, vintage yellow taxi cabs, and patrol cars which revealed to the audience the brands bold and sharp new designs, reworked/upcycled archival pieces, and revealing silhouettes that speak to the brand's highly known sex appeal identity. The collection even showcases collaboration with brands like Magliano, Vaquera, Ducati, KISS, and the upcycling and sustainability line from the brand Bettter.





# ANALYSIS OF RUNWAY SHOW/COLLECTION

While this collection was presented as a runway show, it reveals itself much more in the form of a storytelling fantasy performance.

The show opened with musical genius, Docheii, running down the runway in heels, a reference to when Naomi Campbell similarly opened the 2003 Dsquared runway show. This dramatic opening was followed by famous supermodels like Tyson Beckford, Alex Cosanti, Alton Mason, Naomi Campbell, and even musical artist NLE Choppa. The performance/storytelling aspect of the show furthered even more as we saw models arrive on the runway, revealing themselves in the form of highly fantasized characters like showgirls, leather men, cowboys, police officers, gym boys, and even adult film stars. These models were seen wearing items like worn denim, bold prints and graphics, highly revealing silhouettes, and even a dark color palette. These costume-like fashion designs were then highly juxtaposed by the glamorous and high-fashion garments inspired by the Golden Age and male models in sleek suits. And being that this was a Fall/Winter showcase, the collection also offered up moments of real leather but also faux fur, which is a juxtaposition not often seen.





# ANALYSIS OF RUNWAY SHOW/COLLECTION (CONT.)

This theatrical runway show closed with pop culture icon Brigitte Nielsen dressed as a police officer “arresting” the Caten twins as they did their designer walk through, which then led to them breaking their cuffs and kicking off the show's last moment. Docheii appeared on the runway again, but this time with City Girl’s rapper JT alongside her to perform their hit record “Alter Ego.”

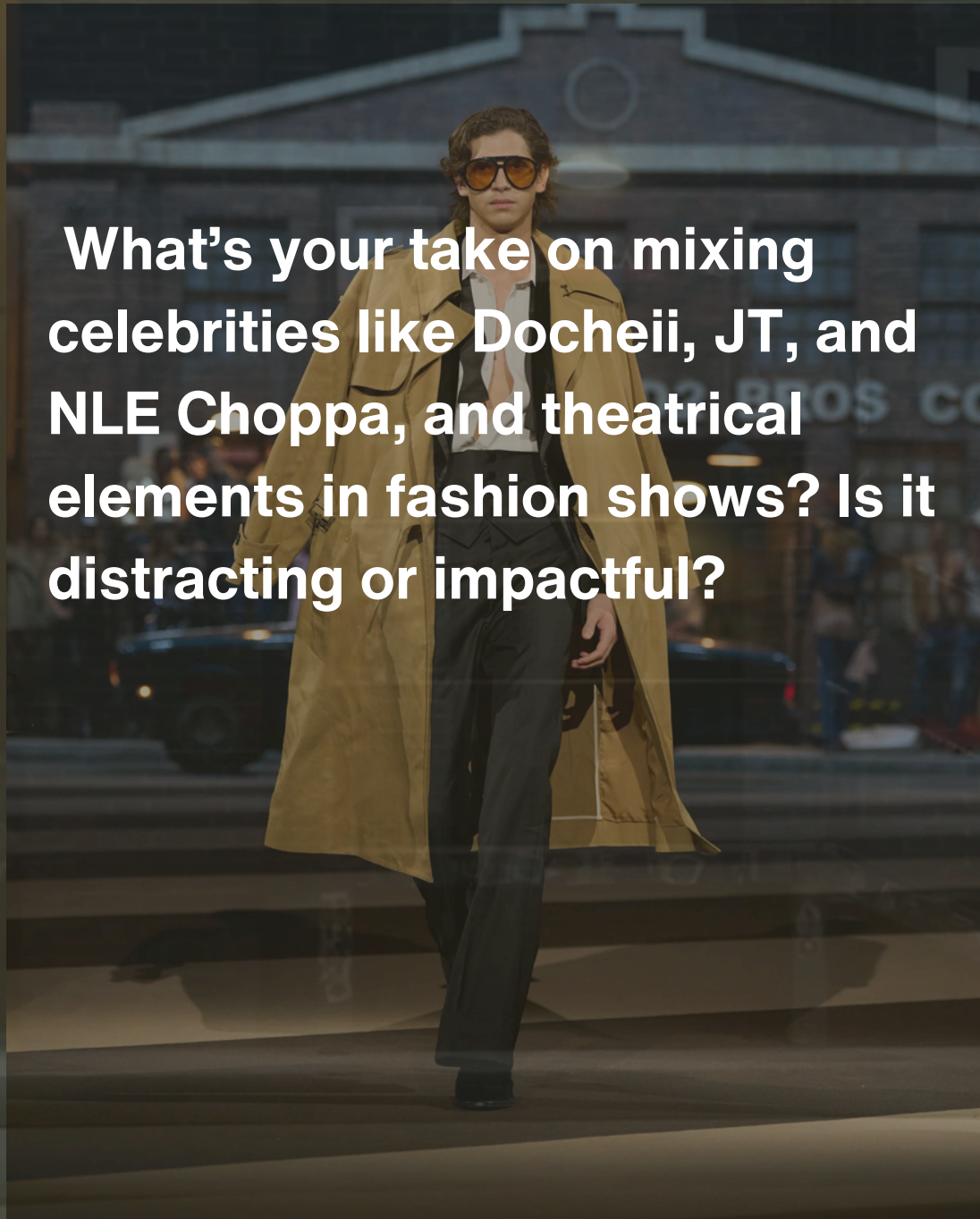




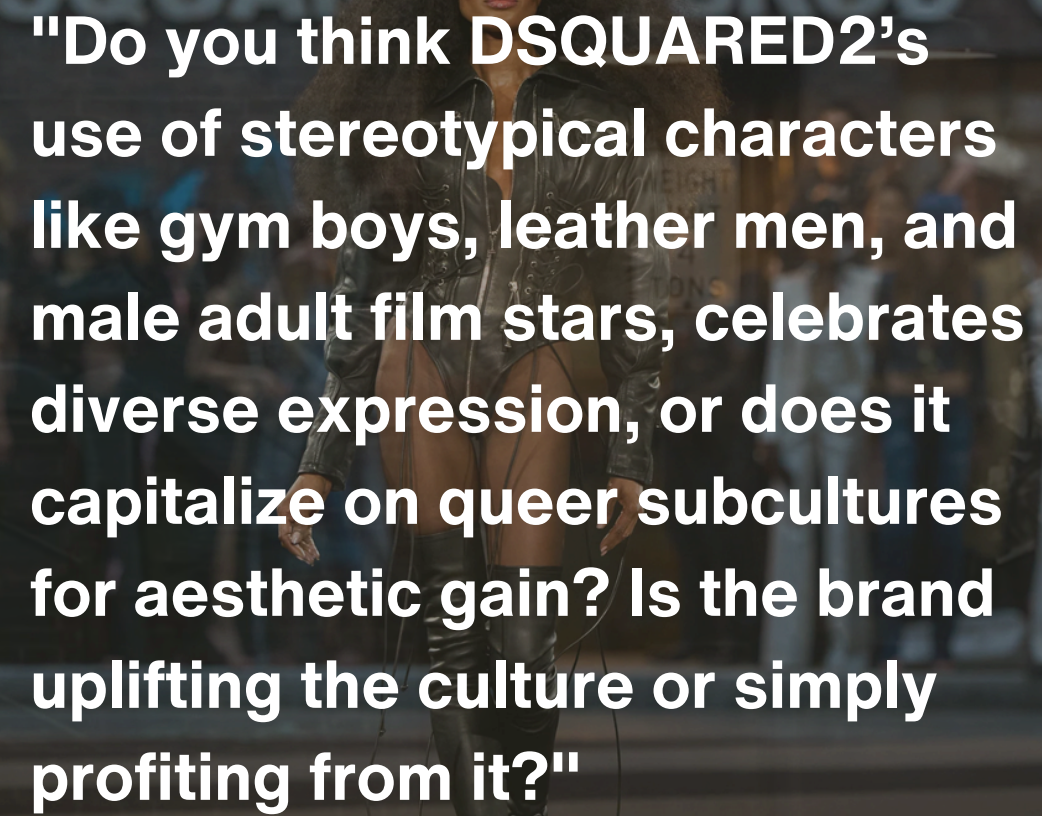




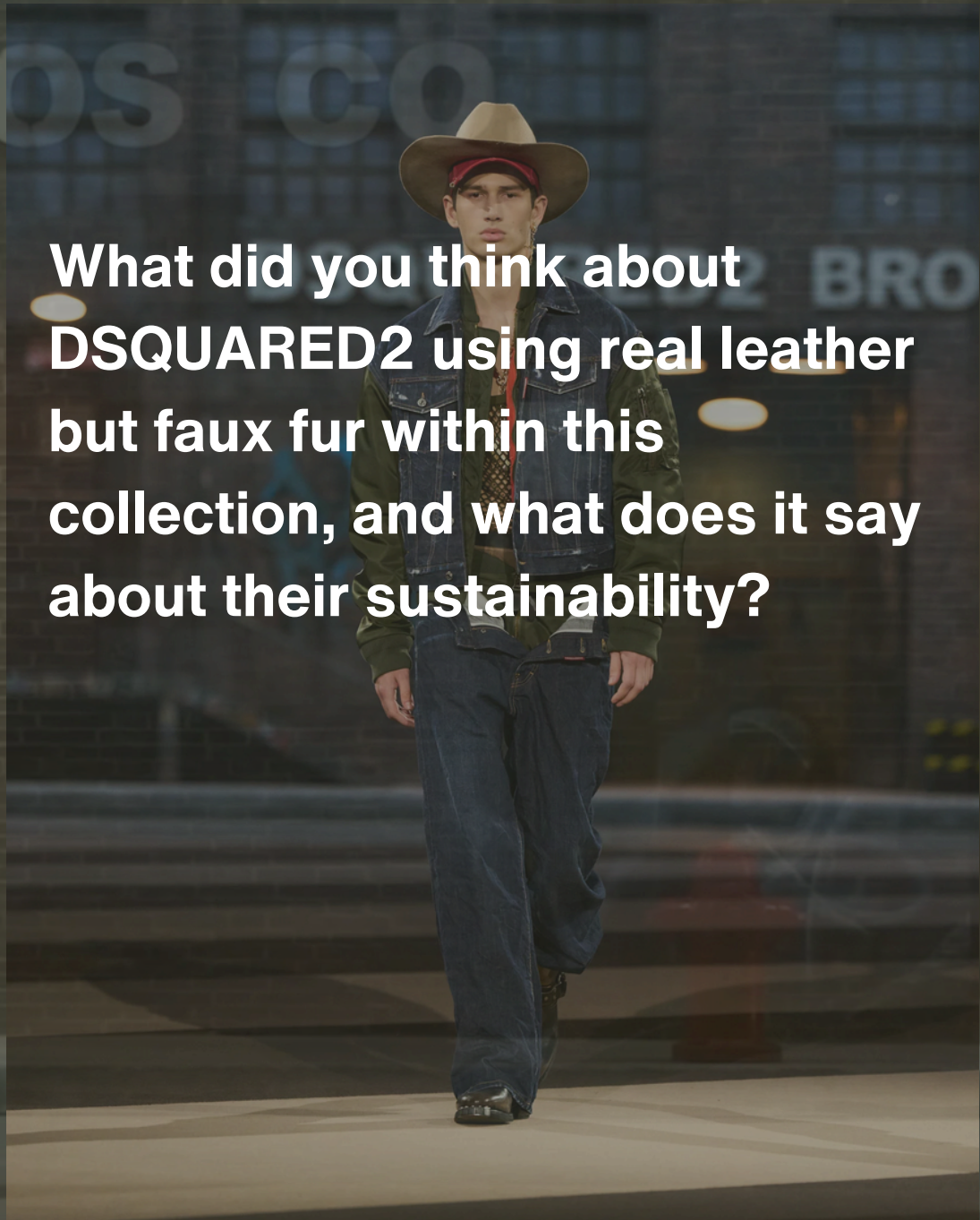
# DISCUSSION QUESTIONS



What's your take on mixing celebrities like Docheii, JT, and NLE Choppa, and theatrical elements in fashion shows? Is it distracting or impactful?



"Do you think DSQUARED2's use of stereotypical characters like gym boys, leather men, and male adult film stars, celebrates diverse expression, or does it capitalize on queer subcultures for aesthetic gain? Is the brand uplifting the culture or simply profiting from it?"



What did you think about DSQUARED2 using real leather but faux fur within this collection, and what does it say about their sustainability?



# WORKS CITED/CITATIONS

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