

DSQUARED2

STAFF INTERNATIONAL

DSQUARED2 AND STAFF INTERNATIONAL RENEW THEIR LICENSING AGREEMENT

Milan, 19 January 2026 — Dsquared2 and Staff International – part of OTB Group – have renewed their licensing agreement, extending a long-standing collaboration that has underpinned the brand's ready-to-wear business for more than 20 years. The long-term deal follows a period of reflection and realignment between the parties and cements their shared vision and values. Specifically, the renewal marks a new phase in the partnership, defined by a more focused, strategic, and coordinated approach.

The agreement comes at a pivotal moment for Dsquared2 as it embarks on a new brand chapter, accompanied by new internal leadership. The long-term license extension allows Dsquared2 to focus on brand evolution and creative development, while drawing on Staff International's infrastructure to deliver operational stability, product excellence, and global distribution.

Dean and Dan Caten, founders and creative directors of Dsquared2, said: "This renewal underscores the strength of a partnership built over time and our confidence in its future. As we redefine Dsquared2's brand strategy, the continued support of a long-term partner who understands our creative vision is essential."

Ubaldo Minelli, OTB Group and Staff International CEO, added: "We are pleased to continue working alongside Dsquared2 and Dean and Dan. The extension of this license allows us to build on our shared achievements and contribute to the success of the brand."

Further details on Dsquared2's strategic direction and upcoming initiatives will be announced in the coming months.