

Baiton Ngai

BUF 1101

12/4/18

Throughout the decades new trends evolve due to the changing designers that surface into the fashion industry. In this dynamic industry, consumers are constantly seeking for the next trend to follow and which designers to invest their money and appreciation into. Every designer must ensure their own unique ideal into their brand that differentiates them from other lines where consumers can feel as if they're possessing something new and unattainable. The need to establish an individual trend that will capture an audience will ensure high success in a designers future and a means for an empire. Designers that have impacted the fashion industry is, Yves Saint Laurent and Jerry Lorenzo, both icons who have influenced consumers due to their unique style and merchandise. As a previous consumer of these influential designers they taught me that I want to create my own trends rather than following to the typical overused trends of mainstream society and build my own style that embodies who I am as a person.

Yves Saint Laurent, born August 1, 1936 (Fashion Designer (1936–2008)), was best known as significant European designer who impacted Europe in the 1960s to today's modern era. In his adolescent years Saint Laurent created intricate paper dolls and was designing dresses for his mother and sisters. His mother took him to Paris when he was 17 where he would have a meetings arranged with Michael de Brunhoff, the editor of French Vogue. Brunhoff was so

impressed with Saint Laurent's drawings he introduced him to designer Christian Dior, current icon of the fashion world at the time.

Yves Saint Laurent enrolled at the Chambre Syndicale de la Couture in Paris in 1953 for a short period. While being at the fashion school he entered a contest for best international design Saint Laurent submitted three sketches to a contest for young fashion designers organised by the International Wool Secretariat and won first place. Saint Laurent slowly slipped into the fashion scene by working under Christian Dior. Saint Laurent has proved himself to be in a high position while with Dior due to his outstanding awards given to him. Even at Dior he made his mark quickly due to his even dress worn by famous American Model Dovima. When Dior passed, it came as no surprise to anyone when Saint Laurent took over the house. His first collection was a great success, it embodied the whole Dior aesthetic completely. Embracing the whole nostalgia feel of Dior in his youth and his many unique designs. Other collections Saint Laurent put out started to do poorly, it didn't fill the need of the average Dior customer. The collection did not appeal to the standards of loyal customers. Saint Laurent added in his ideas while mixing with the ideas of Dior and having two different ideas clash made the collection fail.

Eventually after returning to Paris from military service, he wasn't allowed to return to Dior and ventured into designing by himself. The YSL logo slowly came into life when Cassandre, the world's greatest graphic designer at the time created it for Saint Laurent. Saint

Laurent wanted to keep what he learned at Dior and apply it into his designs, but he wanted to also express himself, he wanted a bit of aesthetic beyond the current style. Slowly seeping into new designs for the culture, he outfitted women in blazers and smoking jackets. He

popularized many fashion trends such as the beatnik look and the one of the most famous classic tuxedo suit for women “Le Smoking”.



Another designer that separated himself from the trends around him was Jerry Lorenzo who revolutionized streetwear and embraced fast moving culture. He wanted his ideals out and wanted to show the streetwear industry what he could bring to it. His designs were based off of oversized outfits and distressed denim. His brand, Fear of God, was noticed by highstream pop and rap artist that popularized his line into the limelight giving him an advantage in today’s society.

Jerry Lorenzo studied at Loyola Marymount University and at a young age he noticed he wanted to change the direction of street culture. First debuting in streetwear in 2012, nobody expected Jerry Lorenzo, a father with with no formal fashion training, to have crafted a brand by 2016 that counts the likes of Justin Bieber, Kanye West and Kendall Jenner amongst its fans.

Jerry Lorenzo's mainline focused on high designer quality clothing, more suited for an audience that wanted long lasting essential pieces. His mainline brand Fear of God includes many different types of denim and fabrics. A lot of distressed denim jeans and a lot of layering pieces such as layering tees and oversized hoodies. He wanted the streetwear culture to embrace his ideals and expand on his designs and style. Meanwhile, Lorenzo's collaborative F.O.G. diffusion label with PacSun continued to put out collection after covetable collection aimed at a younger audience. His brand expresses what streetwear could be in the long run, how certain pieces of essential clothing can last as long as his ideals. In a way described by him he wants to tell a story in his collection.

FEAR OF GOD



Yves Saint Laurent market targets is usually towards the luxury premium market. The brand focuses on customers who are fashion-conscious and independent. These consumers tend to have high education and income, they are self-confident and fashion forward, and they enjoy luxury designer brands. The age for their consumer is ranged between ages 20 to 40. Additionally, there is another group of consumers in age up to 50. Saint Laurent consumers are active in the digital sphere, they follow celebrities on social media platforms such as Twitter and Instagram leading to more sales online as well.

Many of these consumers are usually older loyal customers that have known the brand from the near beginning. But there is a small percentage that is increasing slowly that have more younger consumers nowadays. The more younger consumers only started to know YSL in its more modern form. Due to sudden exposure from celebrities, the younger consumers start to flood online retail websites to purchase from the brand.

Fear of God mainline market targets more younger consumers that are more interested in upcoming brands in the streetwear scene. But in some cases Fear of God is also considered some type of high fashion designer brand due to its high quality material and limited quantities of product. The brand is focused on more iconic modern celebrities too, catering to celebrities like Kanye West, Kendall Jenner, Justin Bieber, John Mayer, Travis Scott, and Scott Disick. Due to celebrities endorsing the brand many younger consumers start to notice the brand. Many of the consumers Fear of God targets age ranges from 22-30 years old.

While FOG Pacsun market targets an even younger consumer social base, age ranging from 16-20. FOG Pacsun provides cheaper alternatives to the mainline brand, the quality aspect isn't compared Fear of God itself but it allows younger consumers to be apart of the brand. The average income for the younger consumers is usually \$5,000-8,000 a year. This is due to the option of "reselling" which allows the younger consumer to make money.



ESSENTIALS

Yves Saint Laurent was known for many different styles, but his most iconic look is a simple suit and tie as he would wear this attire throughout his designing career. He would occasionally mix the suit up and add little designs to it such as pinstripes.



Jerry Lorenzo is completely opposite from Yves Saint Laurent, Jerry Lorenzo focuses on his own sense of style. Many times he is seen with different street outfits that require extensive time to

prepare. Often he wears an abundant amount of essential oversized pieces such as hoodies, crewnecks and flannels. He also known for his iconic layering outfits, where he would wear elongated tee shirts. He's known for wearing denim excessively during the period of 2015-2016.



Yves Saint Laurent incorporated many different fabrics into his final pieces such as a luxury silk, satin, and imported fabrics. He worked with silk printers to produce glowing fabric designs incorporating a brilliant palette of clashing colors such as hot pink, violet, and sapphire blue.

Majority of the products are made in Italy, and is distributed from Italy to other countries. Some rumors have appeared over the recent years that YSL have been making product in China.

Jerry Lorenzo's brand Fear of God is a LA based streetwear brand, majority of the fabrics used is satin, cotton, sherpa, fleece, silk, mesh, heavy cotton and selvedge denim. Many of these fabrics are imported from Italy and Japan. Most of the pieces are produced in the United States specifically Los Angeles. Majority of the fabric is put into use and is never wasted, all material is used for any and all pieces.



YSL's marketing plan remains the same for years to come. The brand itself stays loyal to its old loyal consumers while appealing to the younger consumers. Many of the products with innovative design concept will continually boost the acquisition of young consumers and will help to establish and stabilise the new brand image. The brand YSL nowadays promotes through social media platforms such as Twitter, Instagram and Facebook. Also through many fashion blogs and critics such as Vogue and GQ etc. Many of YSL clothing and its makeup line is sold at its own stores or authorized retailers.

Fear of God's marketing plan caters to the young upcoming streetwear scene. Jerry Lorenzo takes part in many of the marketing campaigns. He uses up and coming models and celebrities to take part in his vision. He is currently up to his 6th collection and has had many

important influencers like Kanye West, Jared Leto, Scott Disick and Justin Bieber featured within his collection. In result of his actions incorporating these public figures has led many young consumers to support Fear of God's vision streetwear culture. Many of the product is sold online exclusively on Fear of God's online site. Majority of the product is sold out within hours due to its upcoming rise in the streetwear culture.

Yves Saint Laurent was a titan in the designer world in his era. His designs were revolutionary during the time. He helped created famous women looks such as "Le Smoking". He was mostly seen in an suit and tie, his own sense of style was definitely unique and special. He set trends and allowed them to slowly take over, at times his trends would simply be the most dominant. His creativity was like a sponge: he absorbed what he saw and revisited it with originality, exploring new paths. At times when he did "flop" he would work his hardest to come up with new designs. He sent down the runway short dresses with a deep V-neckline, suits, wedge shoes and turbans, topped off by a statement makeup. Yves Saint Laurent imprinted his own vision into his fashion and it continued to be his legacy run. Many times he proved his vision was too ahead of its time and displayed his fierce attitude that came with it.

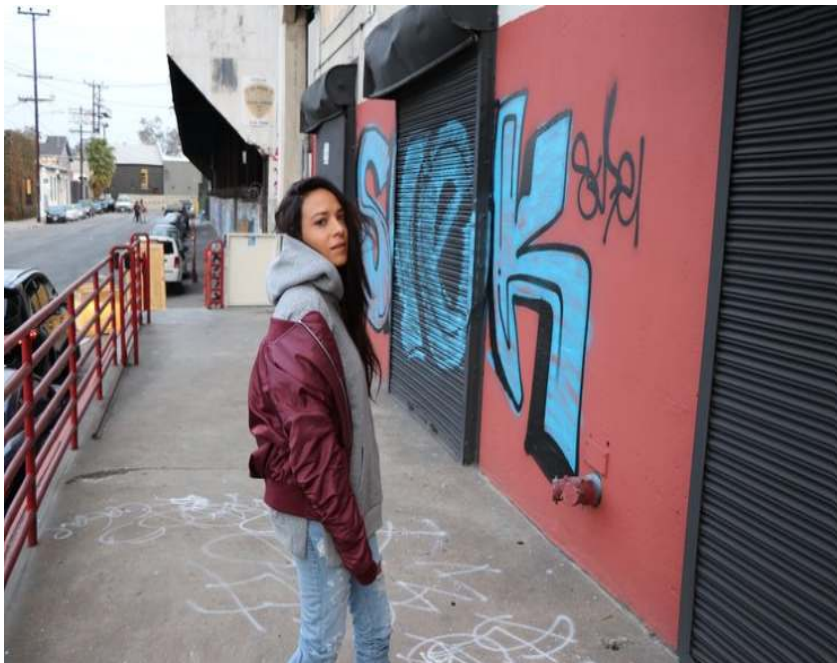
Jerry Lorenzo is currently at a staple in the streetwear industry, time and time he has proven his vision is his legacy. He wants the world to see that he envisions "God" in all his clothing. Having an designer that is close to his beliefs and understands that his vision will not only display his fears but his strengths. By allowing himself to be one with his designs, his

uniqueness separates him from many streetwear designers. By implementing essential pieces to the streetwear community and allowing his designs to speak for themselves displays his true vision in the end.

“My thing was how do I propose something new. We tried to do that through shape, do that through materials, do that to the design line, do that to the feel”

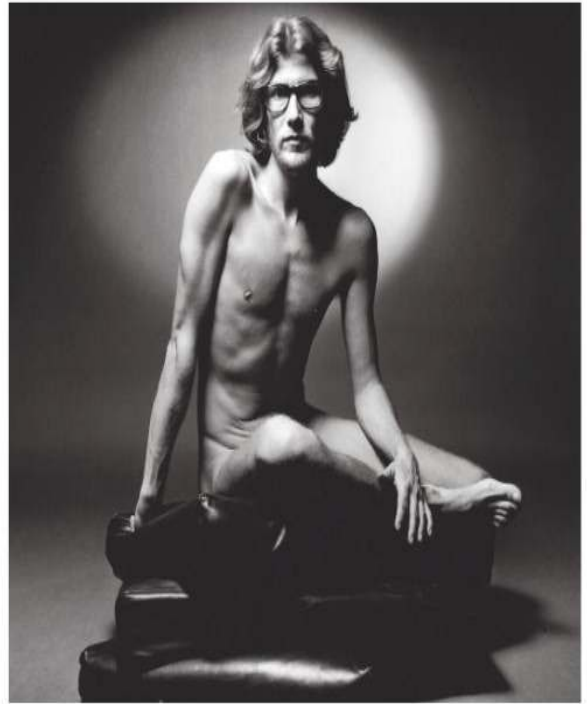
Jerry Lorenzo wants to advance in the culture through the hard work and details shown in his work.

Yves Saint Laurent and Jerry Lorenzo have some similarities to a point. Yves Saint Laurent changed women's fashion. If Chanel gave women a voice, YSL empowered them and embraced them. When Saint Laurent debuted Le Smoking in 1966 a menswear-inspired tuxedo, tailored for women, it became an instant classic for women who wanted to appear equal parts glamorous and strong. Jerry Lorenzo did the same by changing streetwear and applying to everyone that was involved with it. Jerry Lorenzo's vision sparked a change in streetwear that also allowed women to partake in. He created a space where everyone can express themselves as “one



Another similarity between the two designers is that they both partake in their own campaigns. Yves Saint Laurent often modelled for his fragrance line. Similar to Jerry Lorenzo in his Fear of God Nike Campaign. The way each designer modelled in both pictures are exponentially

different due to difference in time and fashion but nonetheless similar in a way.



Some differences both designers have is how they have created their own sense of style when it came to designing. Jerry Lorenzo focused on streetwear and heavy use of denim. While Yves Saint Laurent focused high end luxury designs. Yves Saint Laurent also had many different options in its line, like fragrances. While Jerry Lorenzo's vision does not include fragrances and focuses on oversized essential pieces. Jerry Lorenzo main point describes how he sees "God" in each piece of clothing he designs. Yves Saint Laurent designed to prove his point that change was possible and how it became revolutionary.



Fear of God Holy Water Selvedge Denim.



Yves Saint Laurent focused on high end luxury culture while Jerry Lorenzo focused on streetwear from the very beginning. Jerry and Yves roots never left them since the beginning of their careers.

Citations

Dazed. "How Yves Saint Laurent Changed Fashion." *Dazed*, Dazed Digital, 10 July 2015, www.dazeddigital.com/fashion/article/25429/1/how-yves-saint-laurent-changed-fashion.

"Fear Of God..." *House of Houston*, 19 Dec. 1970, www.lucillehouston.com/blog/2016/12/17/fog.

Zhang, Daisy. "Saint Laurent Strategic Marketing Plan." *Issuu*, issuu.com/feifeifeiwu/docs/semester_5_saint_laurent_strategic_.

Woolf, Jake. "Fear Of God's Fifth Collection Will Make You a Believer." *GQ*, GQ, 6 Feb. 2017, www.gq.com/story/fear-of-god-fifth-collection-lookbook-jerry-lorenzo.

"Yves Saint Laurent." *Biography.com*, A&E Networks Television, 2 Apr. 2014, www.biography.com/people/yves-saint-laurent-9469669.