
Yves Saint Laurent

Jerry Lorenzo

By Baiton Ngai



Yves Saint Laurent Early Life



- Yves Saint Laurent was a European fashion designer born on August 1, 1936 in Oran, Algeria.
- At the young age of 17 he was introduced to his first chance of being a designer when his mother introduced him to Michael de Brunhoff, editor of the French Vogue
- De Brunhoff also introduced Saint Laurent to designer Christian Dior.
- Under Dior's tutelage, Saint Laurent's style continued to mature and develop his unique art sense.

Yves Saint Laurent Later Life



- Over the next two decades, Saint Laurent's designs sat atop the fashion world. Models and actresses gushed over his designs.
- He outfitted women in blazers and smoking jackets, and introduced attire like the pea coat to the runway. His signature pieces also included the sheer blouse and the jumpsuit.
- Saint Laurent struggled in his later life, and resorted to drugs. He fought addictions to alcohol and cocaine.
- Eventually due to his ideas becoming stale, he sold the company and stepped out of the fashion world for good. In January 2002, Saint Laurent participated in his final show and then retired for good
- He passed away on June 1st 2008 from natural causes.

Saint Laurent Accomplishments

- As Dior's protégé, Saint Laurent was named the head of the House of Dior at Dior's death in 1957.
- In 1962 Saint Laurent opened his own fashion house and quickly emerged as one of the most influential designers in Paris. He popularized trousers for women for both city and country wear
- He shut down his house of fashion in 2002 when he retired
- In 2007 Saint Laurent was made a grand officer of the Legion of Honour





Some Looks YSL made famous.



Pinstripe

TurtleNeck



Le Smoking Suit



Jerry Lorenzo's Early Life

- Jerry Lorenzo (born October 5, 1976) is an American fashion and sneaker designer.
- He was born in Sacramento, but moved around quite a bit—to West Palm Beach and then to Chicago so he and his family could be with his father Jerry Manuel, a major league baseball player turned minor league coach
- Jerry Lorenzo studied at Loyola Marymount University and graduated in 2004 with a MBA (Master of Business Administration)

He debuted his first collection in 2012 under the brand name Fear of God.





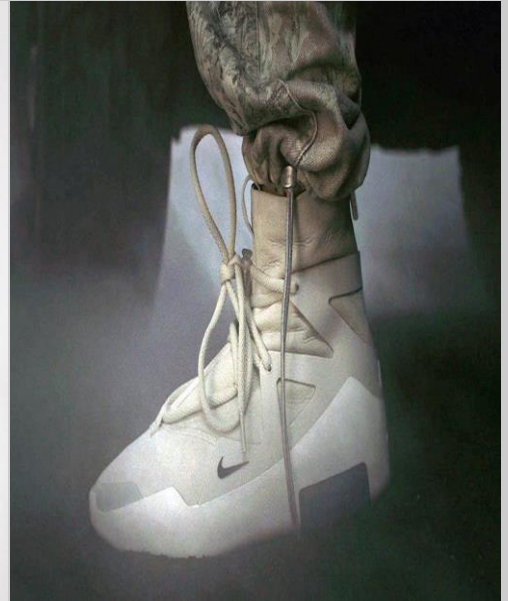
Jerry Lorenzo's Current Life !

- Jerry Lorenzo mandates over two different branches of his brand; Fear of God and FOG Pacsun.
- For his mainline he is now in his Sixth Collection and has incorporated religion into his merchandise.
- For his diffusion line with PacSun, he has created an alternative for his main brand named Essentials.
- He is currently working with Nike on expanding his brand into sports attire.

fear of god



Fear of God Designs.



Holy Water Denim
Air FOG Basketball Shoes

FOG Pacsun Essentials Collection