



Yves Saint Laurent

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Yves Saint Laurent: Early Years



- Born as Yves Henri Donat Mathieu-Saint Laurent referred to as Yves Saint Laurent or YSL was born August 1, 1936 in Oran, French Algeria to French middle class parents. He was the oldest and only son of three kids.
- YSL as a younger child always had a “passion for fashion”. He would create intricate paper dolls where he styled them up in Fashionable pieces and even taped pictures of his face on them.
- Young YSL submitted 3 sketches to a contest for young designers where he won 1st place and met with the EIC of Vogue at the award ceremony.
- Took a course of study @Chambre Syndicale de la Haute Couture

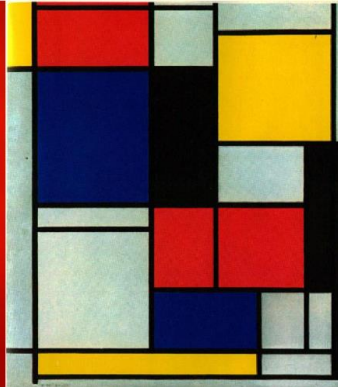




- He is a French fashion designer who was among the fourth most fashion designers of the 20th century. They say “Coco Chanel freed women & YSL gave them power”. After working an amazing career under the likes of Christian Dior he founded his fashion label after being forced to abandoned the dior brand.
- He later than decided to sue Dior & after winning the lawsuit in 1962 he then used the \$ to start his own brand.
- He was a Genius Visionary a Liberal ahead of his time. His personal interest were in the arts, dance, sculptures, literature & a love for four French bulldogs.

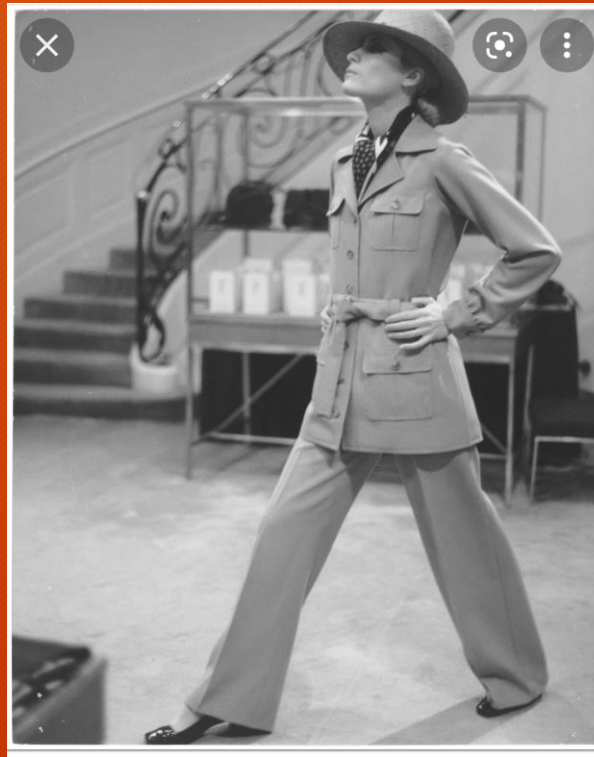


Yves Saint Laurent Creations, Themes, Styles



Yves saint Laurent revolutionized the way women dress

- Saint Laurent created the first-ever tuxedo suit for women. It was called "Le Smoking"
- It became a symbol of emancipation in the 1960s.
- He also made safari jackets, color block Mondrian dress, and the "chubby"



The Scandal Collection

- ❑ Also known as "Liberation" or "Quarante"
- ❑ This collection was inspired by 1940s wartime fashion, but many people didn't like it.
- ❑ The collection contained short dresses, padded shoulders, heavy makeup, and platform shoes



Yves Saint Laurent Handbags

- The first bag made by Yves Saint Laurent was after world war II
- In the '60s and early '70s, YSL handbags were made by different suppliers such as snakeskin, lizard, moroccan leather, and even straw and tortoise skin



Autumn/winter
1967 Haute
couture
collection.
Suede 'book-bag'

Black velvet
tambourine
bag(1970)



Yves Saint Laurent perfume

- ❑ Created his first perfume in 1964 and collaboration with perfumer Jean Amic.
- ❑ Opium perfume is one of his famous perfumes

