

Jose Sandoval

CDMG1112

YSL

Fashion is one of the most powerful and recognizable things in the world. If a husky logo can go from a cute little puppy to a monster eating symbol of power, then a fashion logo can have such a huge statement. The legendary designer Yves Saint Laurent created a fashion line that revolutionize an era, that transformed the next 50 years into a timeless beauty. But, it was the logo that transcended through time and created a beautiful piece of beauty. This research will explore the creator/creation, the different styles, and the legacy the YSL logo has left in the world of fashion.

One of the most iconic fashion statements in the world is a logo. The Yves Saint Laurent logo has been unmatched by any other logo in the history of fashion. Many don't know that the history behind the logo, is simple but very overlooked. The timeless Yves Saint Laurent logo was designed by, Adolphe Mouron Cassandre, the Ukranian-French commercial poster artist (shrimptoncouture) Adolphe Jean-Marie Mouron was born in January 24, 1901. Born in the Ukraine and later relocate to Paris, Cassandre revived his art education at the school of Lucien Simon. (famousgraphicdesigner.org) upon finishing his studies, he decided to buy a studio in 1922. His designs earned him a job at Parisian printing house. (famousgraphicdesigner.org) It was then when Cassandre designed his first posters that were heavily inspired by cubism and surrealism. Due to his success posters and advertising, it inspired him to open up his own advertising agency. The agencies mission was to help other companies. (famousgraphicdesigner.org) Throughout his life, he was able to master air brushing technique and create seamless artworks. But, things quickly took a turn when he was drafted into the world

war. During this time, he wasn't able to design and be creative anymore. After the war was over, he returned to his business to find it destroyed. However, this didn't stop him. In the early 30s, Cassandre took up painting. In addition, he also took a teaching position at a school. But he knew that this wasn't enough for him. That's why he decided to return to his business and ended up producing the legendary YSL logo. (famousgraphicdesigner.org) Cassandre also worked on many other typefaces, advertisements, and striking magazine covers. (shrimptoncouture) When creating the logo, Cassandre wanted to create a very blended letterform with harmony, mixing sans and serif in a very subtle way. But what really stood out about the logo was the fact that at the time he did the unthinkable and decided to mix two typefaces that are in postulate and opposite. (fashionindustrybroadcast). The Pictures below are the designs he created.





Yves Saint Laurent logo by Cassandre, 1961.

As a Fashion logo, its purpose is to represent something. The colors of the logo were either a striking black or gold. (anothermag) In addition, Cassandra's logo was a symbol of the legendary Stefano Pilati's reign in the house of Laurent. When seeing advertisements for YSL, it's most likely going to be a beautiful model. Couldn't really find an article on it, but from context clues when you put a very sexy, attractive, beautiful, model on a YSL advertisement the way the model is positioned or dressed just highlights the harmony and blended idea that Cassondra was going for. What Cassandre greatly did was, capture the sensibility and sexual ambiguity of the great designer Yves Saint Laurent fashion line. (creativeblog) Let's say if Marilyn Monroe was to pose for an advertisement for Saint Laurent, her sex appeal and beautiful face will just reinforce the logos beautiful combination of sensibility and sexual ambiguity. However, with time also comes change. There is no doubt that Cassandre legacy will live on, but now a new face will be appearing, and the Saint Laurent logo will never be the same. Hedi Slimane announced that YSL will have a change. Hedi Slimane not only dropped the Yves from Saint Laurent but also, replaced Cassandra's YSL logotype. Slimane process was basically just a trip down memory lane. His new logo design gives a bow and nod to the very start of the

designer and his forever changing clothes. (Tony Chambers) In addition, Slimane also uses the Helvetica font style that was picked and used during the start of the Yves Saint Laurent brand. (TonyChambers) But, Slimane didn't want to completely change Cassandre; work. Slimane will still use the minimal Helvetica style with Cassandre's rhythm charm monogram.

SAINT LAURENT
PARIS



Saint Laurent Paris by Hedi Slimane campaign featuring Edie Campbell, S/S 2013

Yves Saint Laurent really did change the fashion industry, but Cassandre paved the way for extraordinary logos. One thing about the YSL Logo is that it doesn't follow the other designers brand use of Didot and Bodnis. Other brands like Giorgio Armani, Vogue, Harper's Bazaar, Calvin Kelvin, Chanel and so on. (creative lol) Those brands don't really step out of their zone and create such a long-lasting impression. Well, of course, those brands will always be remembered but YSL did something out of the ordinary. Yves Saint Laurent created these amazing clothes, but most people know that designer clothing can be uncomfortable. However, Cassandre's created such a power logo that essentially the consumer is buying for the name. The symbol has not only become such symbol of ultimate luxury but the embodiment of quality. You

can see this logo literally on anyone in the world. Magazines, Naomi, Chinatown, the upper east side, TV, Runways, Movie theaters, in Movies, the newspaper and so on. This logo design is on every piece of Saint Laurent clothing, it never is missed. It is reference in TV shows, celebrities wear them down the Oscar red carpet. it is blasted on music videos, it is a legend.



Yves Saint Laurent by Stefano Pilati, S/S 2008 details.

All in All, Adolphe Mouron Cassandre logo design will always be a timeless piece of not only history but fashion history. It's beautiful and creative design will inspire the next generation of designers to create their own version of their brand. However, there will only be one YSL. Sadly, the creator couldn't see how much his design was loved. He committed suicide, but his YSL logo is his most recognized and beloved design of all time. Most logos don't get to see the

future due to a lot of factors. Although the design was changed for the newer generation, the original design that stood for 50 years will always be nodded and bowed to as one of the greatest designs in fashion history.

Work Sited Page

Bradley, Laura, “Adolphe Mouron Cassandre's YSL Logo.”, *AnOther Magazine*, 20 July 2012,

www.anothermag.com/art-photography/2069/adolphe-mouron-cassandres-ysl-logo.

Chambers, Tony. “Saint Laurent, by Hedi Slimane, Wins Wallpaper's 'Best Rebranding' Award.” *Wallpaper**, *Wallpaper**, 14 Jan. 2016,

www.wallpaper.com/fashion/saint-laurent-by-hedi-slimane-wins-wallpapers-best-rebranding-award

Roberts, Paul G., “The Magic of the Iconic Yves Saint Laurent Logo.” *FIB*, 2 Feb. 2017,

<https://fashionindustrybroadcast.com/2017/02/02/magic-iconic-yves-saint-laurent-logo/>

Meghan, “The History of the YSL Logo.” *Shrimptoncouture.com*, Curated, The Shrimpton Couture Blog, October 7, 2015

www.shrimptoncouture.com/blogs/curated/46011073-the-history-of-the-ysl-logo

Staff, Creative Bloq. “What's so Special about the Yves Saint Laurent Logo?” *Creative Bloq*, Creative Bloq ART AND DESIGN INSPIRATION, 27 Feb. 2014,

www.creativebloq.com/branding/ysl-logo-7127930