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Yves Saint Laurent was known to be a major influential European designer. He was born on August 1st, 1936 in Oran, Algeria. Yves Saint Laurent was not considered your average regular kid, he was made fun of at school for appearing to be homosexual. The consequences of the bullying he endured caused him to be a nervous child and sick nearly everyday. He first met director of french Vogue, Michael de Brunhoff through his mother who had arranged a meeting with him. He first showed his designs to Michael de Brunhoff who later introduced him to famous designer Christian Dior. Yves Saint Laurent worked with Christian Dior until his death in 1957, he proceeded to becoming creative director of Dior and a year later, at the age of 21 created his first collection for the company named the Ligne Trapéze. The collection was a success and ended up winning him a Neiman Marcus Oscar.

It wasn't until 1962 that Yves Saint Laurent created his own fashion house alongside Pierre Berge. Yves Saint Laurent was known for his blazers and smoking jackets, and introduced attire like the pea coat to the runway. Another signature piece of his was the sheer blouse and the jumpsuit. Yves Saint Laurent's time could not have been better, he rose to fame during the rise of pop culture, the yearning for originals and fresh designs. In 1980, Yves Saint Laurent became the first designer to have a retrospective on his work at the Metropolitan Museum in New York City.

During Yves Saint Laurent Fall/Winter 2019-2020 collection many of the designs were replicas of the haute couture "Scandal" collection of Spring 1971. The collection was called

“Liberation” or “Quarante” which was inspired by 1940s wartime fashion. The Fall/Winter 2019-2020 collection was a collection that represented the legacy of the late designer Yves Saint Laurent by presenting designs like platform shoes, short dresses also known as minis, deep V neck dresses and shirts, unbuttoned blazers, accent pieces like oversized bow ties and fur scarfs, oversized belts, and their iconic sheer blouses and fur coats. All of these elements can be considered long-term trends. Long term trends are recurring styles with little to no change within its environment.

YSL’s assortment plan can be represented by having a small portion of basics at the bottom, key items like oversized shoulders, belts, fur scarves, sunglasses and shoes make up the bulk of the offerings and fashion forward items which are once again oversized shoulders, their iconic sheer fabric and fur coats but most importantly the image the collection is trying to represent which is fearless, cool, young and edgy. During this collection we are able to see the brand partnerships Saint Laurent has with Betty Cratoux. In look two of the collection we are able to see the resemblance of the former model being replicated. Betty Cratoux has given Saint Laurent an iconic look that will live on for years, she has become a marketing influencer for the brand.