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Contemporary Luxury Markets

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Yves Saint Laurent was best known as an influential European fashion designer, filled with chic, glamour and elegance who impacted fashion in the 1960's until the current day. His looks have been showcased on runways, magazines and red carpet events worn by top celebrities. As a child he was always inspired by creating and designing. He would use his mother's clothing scraps to create miniature couture ensembles for his paper dolls along with stage fashion shows. His talents had bloomed as he got older, his passion to create and motivation was increased and being noticed by others increased and not knowing where he would end up was a complete accomplishment. "In 1953, Saint Laurent's drawings caught the attention of Michel de Brunhoff, who was the editor-in-chief of French *Vogue* at the time. Brunhoff showed the sketches to Christian Dior, who hired the talented young designer as an assistant in 1955." (Ghanem, 2018)

Later on as he served in the French army and came back with some injuries he was fired as creative director of Dior, but that did not stop him from quitting. He then began to start up his own label. This gave him enough space and time to create and design what he wanted and love the most. He was free and endlessly motivated to become a successful brand. As 35 store fronts had opened, the first one being in Paris, France, he showcased his first collection in 1962.

Consumers began to notice his great collections and silhouettes and began to love his brand and the style it portrayed. “In 1983, The Metropolitan Museum of Art in New York announced that the Costume Institute’s exhibition would be completely devoted to the works of Saint Laurent. It would go on to be the first retrospective of a living couturier’s work. The show, entitled “Yves Saint Laurent: 25 Years of Design” (Ghanem) In 2008, Saint Laurent had passed away because of brain cancer and left a big impact in the fashion world. He was a hard worker who wanted to create what he loved and what others would love as well. Currently the creative director is Anthony Vaccarello, who is a Belgium fashion haute couture designer. “This March 2018 issue of Vogue profiles Saint Laurent creative director Anthony Vaccarello, his third runway show for the house, was presented last September in the shadow of the Eiffel Tower. That performance—from the clothes to the casting to the staging—proceeded to light up social media in much the same way that the tower twinkles and shimmers night after night.” (Holgate)

Saint Laurent had revolutionized the way women dress. His biggest regret may be that he didn’t invent denim, but the designer has revolutionized the way women dress in more ways than one can imagine. “He was the creator of the still-iconic “Le Smoking”, the first-ever women’s tuxedo suit that quickly became a symbol of emancipation in the 1960s, an era when women wearing anything but dresses were taboo.” (Ghanem) In this case study, the collection being showcased is the Fall/ Winter 2019 ready to wear collection. A lot of feminine looks, sequins, feathers, neon colors such as hot pinks and highlighter orange and green pumps were showcased on the runway. Tight and thigh length blazers and dresses with pockets giving a chic, glamour and modern look. The first look was a luxurious broad shoulder ivory wool coat, paired with silk black tapered pants and a low neck black blouse. The set of the show was really astonishing,

models were walking behind a wall of glass in black light which set the tone of the whole fashion show.

Assortment Plan

Based on Saint Laurent's Fall/Winter 2019-2020 collection, creative director, Anthony Vaccarello, has created an edgy, unique and definitely sexy look for the brand. We can see this in Saint Laurent's assortment plan which can be best defined as the chosen colors, fabric, and silhouettes for the brand's collection and how it relates to trends. The diamond assortment plan can be best to describe Saint Laurent RTW collection because their fashion forward pieces can be seen as the top of the pyramid, followed with key items that makes up a big portion of the collection which is located in the middle of the diamond and lastly, a small portion of basic items are in the bottom. This can be seen below:



High Fashion Products/ Trends



Key Items/ Best Sellers



Basics



Partnerships

1. Co-branding: Saint Laurent x Travis Scott



We can define co-branding as two brands coming together to make a product. Which can typically benefit both parties. In this case the two parties came together to create a super limited vinyl with 12 tracks chosen by Travis, delivered in a plush leather pouch designed by Anthony Vaccarello; Saint Laurent's creative director. With the quote "May Cactus Jack and Saint Laurent dance together forever" in the liner notes (*12on12*, 2017).

2. Native Content:Hypebeast x Saint Laurent



Saint Laurent x Jacquard by Google Cit-e Backpack

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Native content is the act of having advertising on a third-party site, but the advertisement is curated for the audience of that specific site. In this case Hypebeast.com is advertising Saint Laurent's collaboration with Google's Jacquard project. Together they made a smart bookbag in a sleek black silhouette. Which includes the ability to control music, dropping location pins and even taking pictures with a simple gesture, optimized for both IOS and Android ("Saint Laurent x Jacquard by Google Cit-e Backpack" 2019).

3. Influencer Marketing:



Influencer Marketing is the ability to discreetly advertise a product through an influencer on the internet. Yves Saint Laurent partnered with Bill Kaulitz and Luca Macellari Palmieri and other popular influencers to share their new fragrance for men of ages 18-35. By having the influencers post pictures with captions sharing the common theme of having a Y in it allowed for a subtle hint of the new product, without forcing it on the consumer (Cresswell, 2018).

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