



# Yves Saint Laurent

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# Who is Yves Saint Laurent?

- Yves Saint Laurent was a french designer. He founded his brand in 1961 after being dismissed from Dior.
- He is known for his famous "Le Smoking" tuxedo for women.
- His designs took women out of the dresses they were wearing and put them in pant suits, pea coats, and tuxedos which was not seen before.
- Saint Laurent was the first to launch a ready to wear label as well as using fabric used for menswear in womenswear.
- He blurred the lines between femininity and masculinity.



# Saint Laurent's aesthetic personally appeals to me because..



Spring 2014 RTW



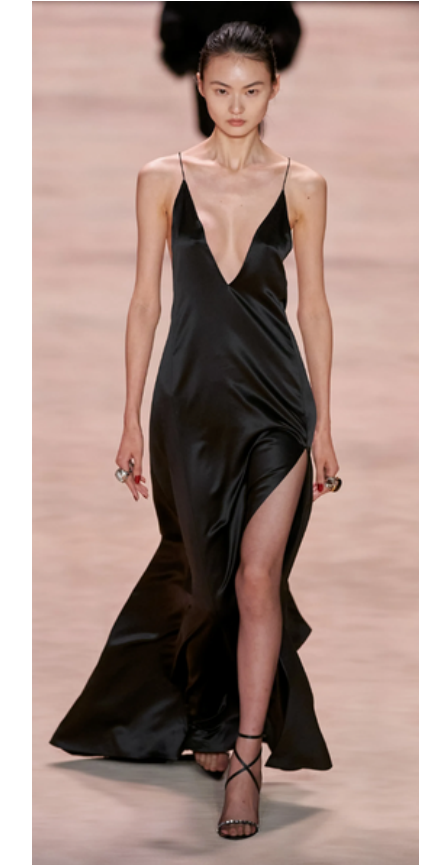
Fall 2012 RTW



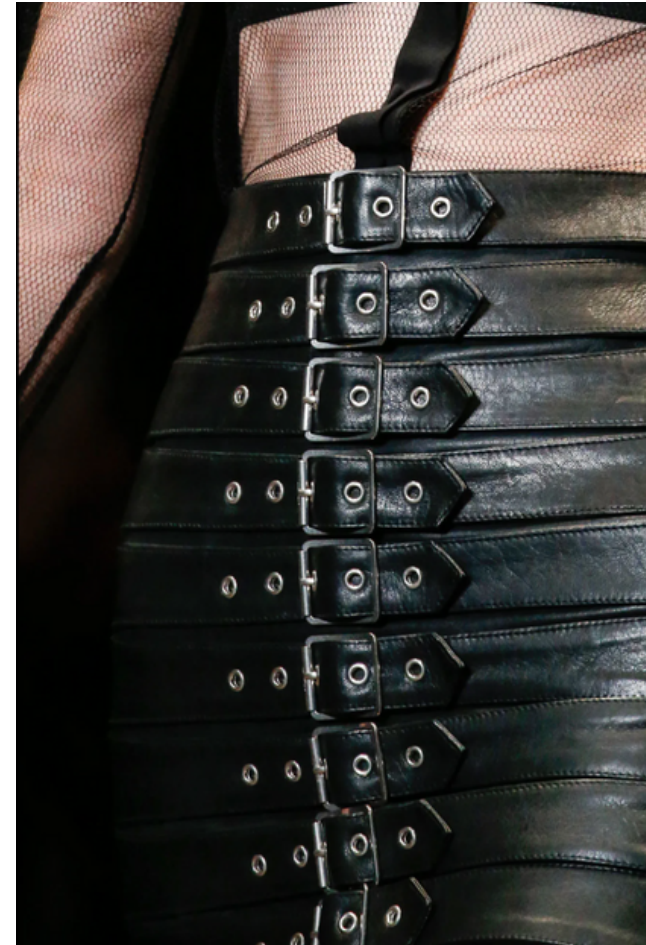
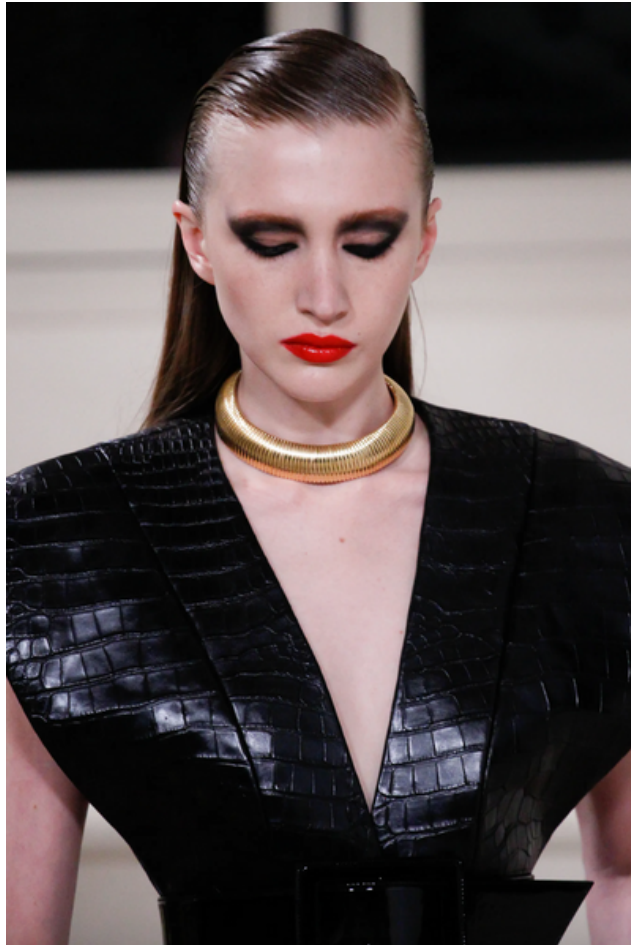
Pre-Fall 2012

- YSL established a luxurious, elegant and chic but sensual aesthetic while also giving women a sense of empowerment.
- What appeals to me about his aesthetic is how his designs are modern, functional and sleek. They are minimal but they are also edgy and chic due to the silhouettes, colors, and textiles used in collections.
- I love the inspiration and inclusion of menswear to create a new form of womenswear. The suits for women are sleek and tailored. They are still feminine due to the mix of pants, skirts and different accessories like jewelry and belts.

# If money were not an issue ..



- I would purchase some of Saint Laurent's jackets, dresses, tops and bottoms. I would buy something that catches my eye from any collection but also something I know I would wear multiple times and be able to style different ways for different occasions.
- I would purchase some items from the menswear collections like jackets or sweaters.
- Personally, my purpose buying something from YSL would be to simply feel good within myself, knowing I have something of good quality that is going to last me a long time and go with any look I put together. Also to say it is from a well known brand.



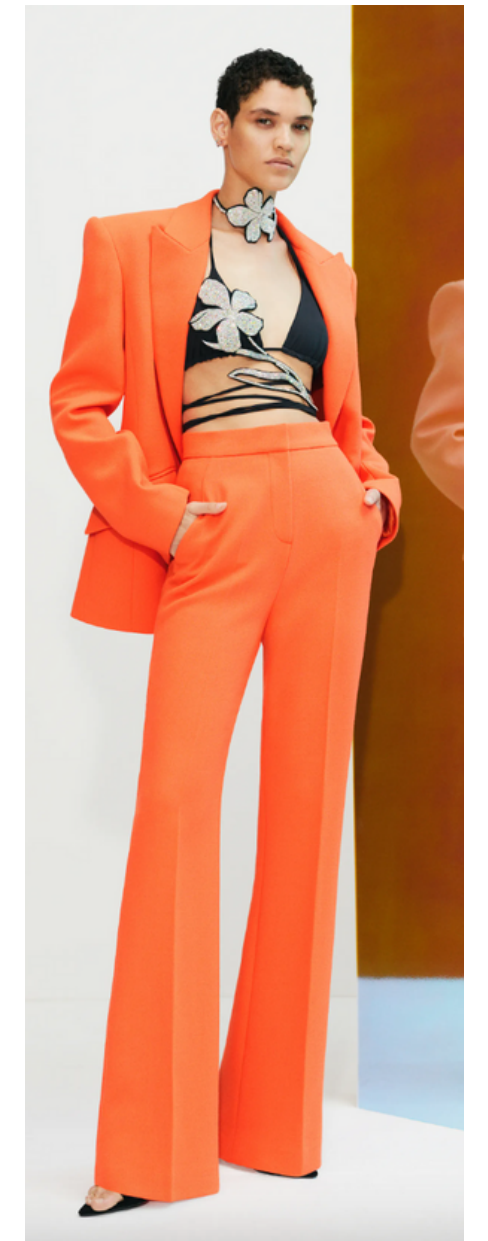
The feelings I would feel wearing Saint Laurent's clothing would include ..

- Confident
- Edgy
- Bold
- Secure
- These feelings would be due to his usage of the color black, the mixing of different fabrics like leather, silk and lace. The comfort of his clothing would make me feel secure and confident.
- YSL would give me a "edgy cool girl" feeling without being over the top, which appeals to my own evolving aesthetic.

# I would alter Saint Laurent's aesthetic with ..

## DAVID KOMA'S AESTHETIC

- David Koma is a Georgian fashion designer based in London.
- His aesthetic is very feminine and focused on the contouring of women's bodies.
- His collections tend to play with color, textiles, cuts, metals and also have an edgy feminine feel.
- I would alter them in a way of adding the pops of color and asymmetry to YSL's dresses and tops.



If I were inspired to create my own modern day line of clothing based on YSL's work, I would add ...



- My own source of inspiration from my own culture, specifically in terms of color and the use of metals.
- I would add in pops of blues seen in talavera tiles to some garments, as well as patterned gold hardware to belts or jacket embellishments.
- I would continue to make different variation of suits for women. I like the idea of mens clothing being worn by women.

## Saint Laurent's collection beautifies me internally and externally by ..

- Creating a feeling of comfort yet confidence. Since his designs are very tailored they emphasize body parts like the shoulders and waist they give off an hourglass figure.
- His dresses are either flowly or bodycon but are still tailored enough to hug the body in a complementing way.
- Internally, YSL evokes a feeling of extreme confidence, sexiness, and elegance. When one feels confident in themselves, the clothing becomes a reflection of that feeling.

