

Saint Laurent

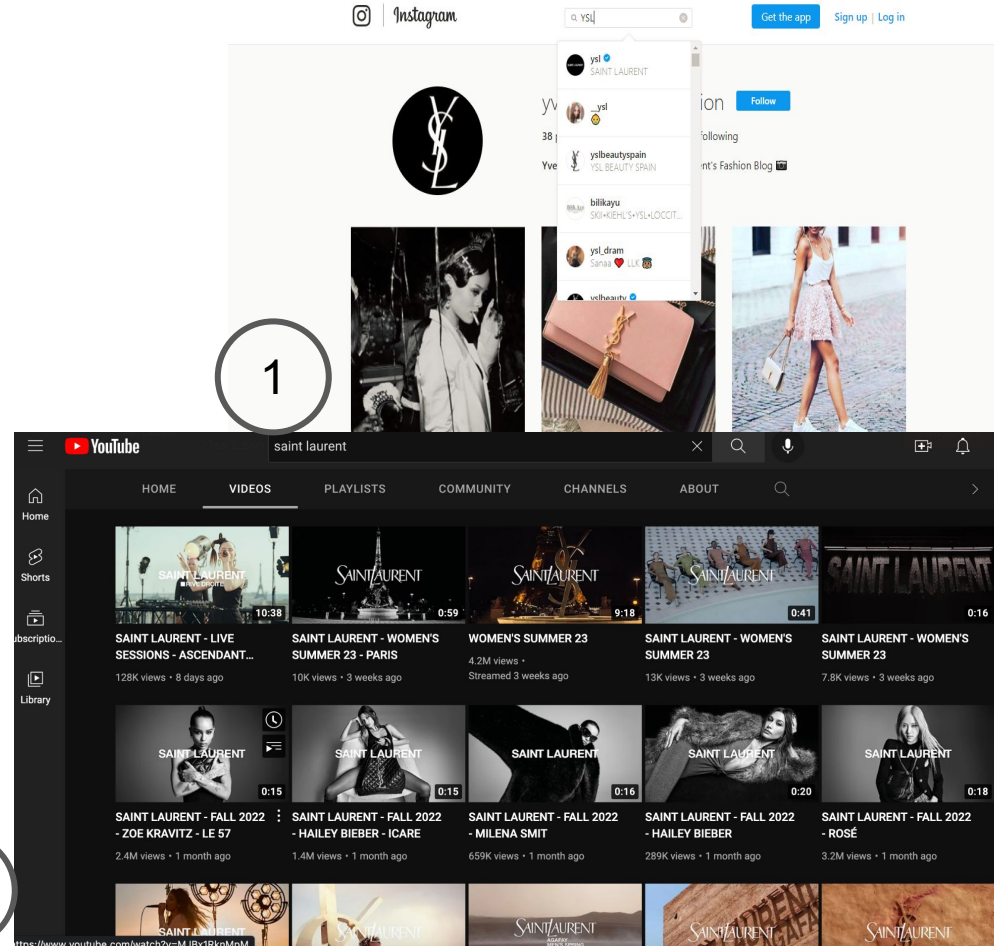
Presented by Yinghe Zhao

BUF 3310

10/24/22

Communication Strategy

- They are doing digital promotional campaigns because nowadays we live in a digital age.
- Uses social media to promote their products. [1]
- Showing details for each of their products on their own YouTube channel (Fashion show). [2]



Billboard



2021 in Soho, New York City



2017 in Soho, New York City

Newspaper

- Saint Laurent used newspaper advertising to promote their products in the past, but nowadays they are more likely to use online advertising to promote its products.



Magazine



T The New York Times Style Magazine

Inside the New Saint Laurent

As Anthony Vaccarello assumes the storied mantle at the French house, the past is never far.



2017, New York Times Style Magazine



VANITY FAIR

Yves Saint Laurent

BOOKS

Go Inside the Yves Saint Laurent Museum in Marrakech With Phaidon's Latest Book

You'll be transported to Saint Laurent's favorite city with this intimate look at his namesake museum, located just steps from Jardin Majorelle.

BY KIA D. GOOSBY

JANUARY 18, 2022



Social Media Activity

- Instagram:

No complaints.

10.9M followers

The screenshot shows the Instagram profile for Saint Laurent. At the top, there is a back arrow, the username 'ysl' with a verified badge, and a three-dot menu. The profile picture is a black circle with 'SAINT LAURENT' in white. To the right of the profile picture, it shows '2,135 Posts', '10.9M Followers', and '1 Following'. Below the profile picture, the name 'SAINT LAURENT' is displayed, followed by the bio: 'The official Saint Laurent Instagram account.' and the website 'www.ysl.com'. There is a section for 'Followed by' with two user avatars and the names 'yh_ruan' and 'gem0816'. Below this is a 'View shop' button. At the bottom, there are three buttons: 'Follow' (in blue), 'Message', and a '+ person' icon. At the very bottom, there are five circular thumbnails for recent posts, labeled 'WINTER 22', 'FALL 22', 'RIVE DROITE', 'SS23', and 'SMOKIN'.

Social Media Activity

- Facebook page:
No complaints.
3.2M followers

19:05

SAINT LAURENT

SAINT LAURENT
Company

Like

Follow

3,244,097 people like this

Home About Photos Videos Posts Ever

Social Media Activity

- Twitter:

No complaints.

4.1M followers



19:04 ↗

←

SAINT LAURENT

Follow

SAINT LAURENT ✓

@YSL

The official Saint Laurent Twitter page.

📁 Fashion Company ⓘ 📅 Joined July 2009

1 Following **4.1M** Followers

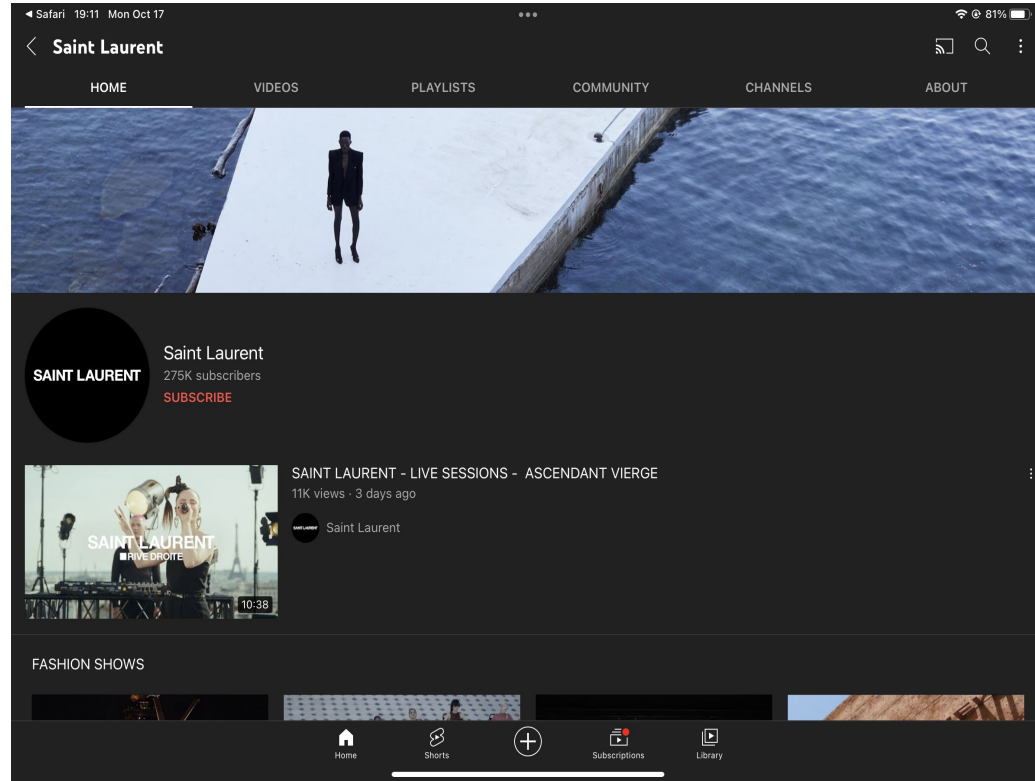
Not followed by anyone you're following

Tweets Tweets & replies Media Likes

SAINT LAURENT ✓ @YSL · 3d

Social Media Activity

- Youtube channel:
No complaints.
275K subscribers



Social Media Activity

- LinkedIn:
No complaints.
458,431 followers

LinkedIn

Jobs ▾



Saint Laurent

Worldwide



Join now

Sign in



Saint Laurent
Retail Luxury Goods and Jewelry
Paris, Paris · 458,431 followers

[See jobs](#) [Follow](#)

[View all 3,715 employees](#)

Overview

Jobs


About us


Founded in 1961, Yves Saint Laurent was the first couture house to introduce the concept of luxury prêt-à-porter in a 1966 collection called 'Rive Gauche', synonymous with youth and freedom. This shift represented a first critical step in the modernization of fashion and revolutionized the socio-cultural landscape.

Affiliated pages

 **Kering**
Retail Luxury Goods and Jewelry

Similar pages

 **Gucci**
Retail Luxury Goods and Jewelry
Casellina di Scandicci, Florence

 **CHANEL**
Retail Luxury Goods and Jewelry
London, England

 **Christian Dior Couture**
Retail Luxury Goods and Jewelry
Paris, Île de France

 **Louis Vuitton**
Retail Luxury Goods and Jewelry

Show more similar pages ▾

Browse jobs

Saint Laurent jobs

118 open jobs

PR Agency



Natalie Allen

Public Relations Director at Saint Laurent

New York, New York, United States

1K followers · 500+ connections



Saint Laurent



Tulane University - A.B. Freeman
School of Business



Saint Laurent

5 years 7 months

Director Of Public Relations

Dec 2021 - Present · 11 months

New York, New York, United States

Public Relations Senior Manager

Apr 2018 - Dec 2021 · 3 years 9 months

New York, New York, United States

Public Relations Manager

Apr 2017 - Apr 2018 · 1 year 1 month

Greater New York City Area



Public Relations Manager

Christian Dior Couture

May 2016 - Apr 2017 · 1 year

New York, New York



Burberry

4 years 4 months

Public Relations Manager

Jun 2015 - May 2016 · 1 year

Greater New York City Area

Public Relations Coordinator

Feb 2012 - Jun 2015 · 3 years 5 months

Greater New York City Area

Advertorials - Advertisements & Editorials

- Advertisements: Saint Laurent focuses more on digital promotional campaigns, for example, video ad campaigns, social media platforms campaigns, and Youtube channel campaigns (commercial videos on Youtube channel).
- Editorials: Each season of Saint Laurent's runway show has one or more editors write their opinions and analyses of the runway show on Vogue Runway.

Events and Launches

- No upcoming events

The screenshot shows the Facebook profile for Saint Laurent, a company with 3,244,119 likes. The 'Events' tab is selected, displaying 'Upcoming Events' and 'Past Events' sections. The 'Upcoming Events' section is empty, showing 'No upcoming Events'. The 'Past Events' section lists two events: 'Men's Spring Summer 23' (ended July 15) and 'Saint Laurent Women's Winter 22 Show' (ended March 1), both online events.

SAINT LAURENT Company Like

[Follow](#) ...


3,244,119 people like this


[Photos](#) [Videos](#) [Posts](#) **[Events](#)** [Community](#)

Upcoming Events

No upcoming Events

Past Events

 **ENDED JULY 15**
Men's Spring Summer 23
Online event

 **ENDED MARCH 1**
Saint Laurent Women's Winter 22 Show
Online event

Communication Head



...

Elizabeth Luby

Vice President, Communications at Saint Laurent

New York, New York, United States

928 followers · 500+ connections



Saint Laurent



Rhode Island School of Design



Saint Laurent

6 years 11 months

- **Vice President, Communications**
Jan 2022 - Present · 10 months
New York, New York, United States
- **Director, Communications**
Apr 2017 - Dec 2021 · 4 years 9 months
New York, New York, United States
- **Senior Manager, Communications**
Dec 2015 - Mar 2017 · 1 year 4 months
New York, New York, United States

Senior Manager Public Relations, Womenswear - Americas

Burberry

Sep 2013 - Nov 2015 · 2 years 3 months

New York, New York, United States

Senior Manager, Communications

DIANE VON FURSTENBERG

Diane von Furstenberg

Aug 2011 - Sep 2013 · 2 years 2 months

New York, New York, United States

Store Outlook

- 80 Greene St, New York, NY 10012



Store Outlook

- Beverly Center, 8500
Beverly Blvd Suite
746, Los Angeles, CA
90048



Store Outlook

- 5085 Westheimer
Road, Galleria,
Houston, TX 77056



Store Outlook

- 5220 Fashion Outlets
Way Suite 2087,
Chicago, IL 60018



Store Outlook

- Mall At Millenia, 4200
Conroy Rd, Orlando, FL
32839

