

Brand history ysl

History



Brand History Founded by: Yves Saint Laurent and his partner Pierre Berge
Chief Designer: 1. Yves Saint Laurent 1962-2002 The Day of Birth: August 1, 1936 The Day of death: June 1, 2008 Reputation: He is considered by many of the world's best-dressed people to be the inventor of modern fashion. Besides that, he is seen as the last of a generation of clothes designers that made the Rive Gauche (French for "Left Bank" of the Seine River in Paris) home to the most talented fashion designers in the world.

These designers include Christian Dior, Coco Chanel, and Hubert de Givenchy -- all people who helped make Paris the international capital of fashion. CAREER: 1. Saint Laurent got his big break when he was only 17 years old. The shy young designer began to work for fashion legend, Christian Dior. 2. By the time he was 21 years old, Saint Laurent was in charge of Dior's empire. He immediately started to develop a unique style that combined Dior's elegance and tradition with a more wearable, realistic style. . Saint Laurent struck out on his own in 1961, opening his own fashion house where he created haute couture for socialites and celebrities. MAIN ACHIEVEMENTS: 1. Saint Laurent's trendsetting clothes not only changed the look of high fashion but also the life of the average woman. 2. Aside from his haute couture clothing, he offered another clothing line for women available in department stores. The designs from this line often turned heads and changed the lives of the women who wore them. 3.

In the 1960s and 1970s, when women were joining the workforce in millions for the first time, Saint Laurent designed more gender-neutral looks based on pants and jackets. No longer did women feel like they needed to wear only skirts and blouses. The change met with resistance, but women those

who wearing Yves Saint Laurent's pantsuits would simply take off their pants to dictate what they were allowed to wear on more than one occasion. 4.

Another clothing item of his that became popular was a jacket called "lesmoking," which is a square-shouldered tuxedo for women.

When the jacket first appeared in his 1966 fall-winter collection, it immediately became a groundbreaking landmark in fashion history because it blurred the lines between traditional male and female style. 5. Saint Laurent also changed fashion by using other types of popculture in his clothes. For example, he created the Mondrian dress in 1965. These colorful dresses were patterned with the Dutch artist Piet Mondrian's abstract and geometric designs. 6. Saint Laurent also aided the women's liberation movement by challenging other socially accepted norms. . In 1971, Saint Laurent posed nude for his own perfume ads. This was shocking to many people. He did it to raise this question: Why is it more socially acceptable when a woman poses nude for an advertisement than when a man does? 8. He is credited with having introduced the tuxedo suit for women. 9. He became the first designer to use ethnic models in his runway shows, and referenced other non-European cultures in his work. 2. Alber Elbaz 1998-1999 3. Tom Ford 1999-2004 4. Stefano Pilati 2004- Logo Designed by: A. M. Cassandre Brand Main History:

During the 1960s and 1970s, the firm popularized fashion trends such as the beatnik look, safari jackets for men and women, tight pants and tall, thigh-high boots, including the creation of arguably the most famous classic tuxedo suit for women in 1966, Le Smoking suit. Some of his most memorable collections include the Pop Art, Ballet Russes, Picasso and <https://assignbuster.com/brand-history-ysl/>

Chinese ones. He also started mainstreaming the idea of wearing silhouettes from the 1920s, '30s and '40s. He was the first, in 1966, to popularize ready-to-wear in an attempt to democratize fashion, with Rive Gauche a | name.

He was also the first designer to use black models in his catwalk shows.

Among St. Laurent's muses were Loulou de La Falaise, the daughter of a French marquis and an Anglo-Irish fashion model, Betty Catroux, the half-Brazilian daughter of an American diplomat and wife of a French decorator, Talitha Pol-Getty, who died of drug overdose in 1971, and Catherine Deneuve, the iconic French actress. Ambassador to the couturier during the late 1970s and early 80s was London socialite millionairess Diane Boulting-Casserley Vandelli, making the brand ever more popular amongst the - European jet-set and upper classes.

In 1993, the Saint-Laurent fashion house was sold to the pharmaceuticals company Sanofi for approximately \$600, 000, 000. In the 1998-1999 seasons, Alber Elbaz, currently of Lanvin, designed 3 ready-to-wear collections. Pierre Berge appointed Hedi Slimane as Collections and art Director in 1997, and they relaunched YSL Rive Gauche Homme. Hedi Slimane decided to leave the house 2 years later. In 1999, Gucci bought the YSL brand and asked Tom Ford to design the ready-to-wear collection while Saint-Laurent would design the haute couture collection.

In 2002, dogged by years of poor health, drug abuse, depression, alcoholism, criticisms of YSL designs, Saint-Laurent closed the illustrious couture house of YSL. While the house no longer exists, the brand still survives through its parent company Gucci Group. The pret-a-porter line is still being produced

under the direction of Stefano Pilati after Tom Ford left in 2004. His style is decidedly more French than the overtly sexy image that Tom Ford perpetuated. BrandCommunicationFor advertising his companions, the Yves Saint Laurent uses familiar faces from the general public.

In the beginning, Scroll Elela great names in fashion as Katoucha Niane, Betty Catroux, Loulou de la Falaise, Talitha Pol-actress Getty or Catherine Deneuve. Then, Kate Moss, Claudia Schiffer. The former supermodel Naomi Campbell is used for the campaign of the Autumn-Winter 09 collection. For the men's fragrance " Night of the Man" is Vincent Cassel who embodies the new face of the brand. The house YSL applies to make his shows an event for which the jetset people jostling to sit in the front ranks. The venues are just as prestigious as the models occupying the podium.

The women's collection Autumn-Winter 07-08 and was held at the Centre Pompidou in Paris on 1 March 2007, while the men's collection for the same season was held in the workshops Berthier. Campaign Spring-Summer 2008 women has, in turn, held on the premises of the Foundation Yves Saint Laurent-Pierre Berge. The Creative Director Stefano Pilati is then, photographers Ines Van Lamsweerde and Vinoodh Matadin and the model is none other than Kate Moss. The Fall-Winter 2009-2010 collection create the event: it is first opened on the website of the brand, before being presented on the catwalk.

Since 2007, Stefano Pilati created the event each year to the streets with his " Manifesto": a photocatalog of luxury brand Distribution to passersby on the street. In 2008 he was with the image of supermodel Naomi Campbell,

photographed by the duo Inez van Lamsweerde and Vinoodh Matadin-distributed simultaneously in Paris, New York, London, Milan, Tokyo and Hong Kong. A cotton bag flanked YSL logo was also provided for the occasion. In 2009 he was with the image of Claudia Schiffer and accompanied by a bag with the initials of the brand, designed by Stefano Pilati himself, and a small USB key.