

Why is Yves St.
Laurent designer an
icon or important how
did this designer
match...



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Why is Yves St. Laurent designer an icon or important How did this designer match the zeitgeist of his/her time Describe in detail the essence of this designers style

Yves St. Laurent Designer Yves St. Laurent is today recognized as one of the foremost designers of the 20th century. Indeed, he has become an icon in design circles. There are a variety of reasons for Yves St. Laurent's seminal importance to the fashion design industry. Perhaps the most important aspect of Laurent's success is his experimental with couture clothing designs. Haute couture can broadly be understood as custom designed and oftentimes one of a kind clothing. While this style had existed throughout the 20th century, Laurent greatly revolutionized this style with his prêt-à-porter clothing lines (Rawsthorn). In many regards this designer matched the zeitgeist of his time through the development of popular fashion trends as the beatnik look, safari jackets for both genders, tall, thigh-high boots, and tuxedo suits for women (corresponding to the progressive social movements of the decade) (Rawsthorn). He was also one of the first designers to implement African models in his runway shows (Rawsthorn). While the designer has a wide array of work that spans the decades there is a general style that can be distinguished throughout the designer's work. In these regards, the style demonstrates a generally sleek style with varied implementation of playfulness, elegance, and glamor. Notably there is limited use of casual clothing aesthetics in Laurent's work. The texture and color of designs greatly varies, although there is a heavy use of darks and greys, as well as color juxtaposition. Ultimately, it's clear that Yves St. Laurent is one of the most innovative and progressive clothing designers of

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the 20th century.

References

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