Saint Laurent debuts first campaign post-Hedi Slimane

By Dominique Muret - June 20, 2016

Since Anthony Vaccarello has taken up the role of creative director - following the departure of Hedi Slimane - Saint Laurent has skilfully cultivated a sense of mystery surrounding the brand.

Owned by Kering group, the Parisian maison has already said it will skip the men's show schedule in June, preferring to wait for the women's fashion week schedule in September, where it will present its first collection with Vaccarello.

With a reputation for turning up the heat, the maison has in the meantime leaked "the first images of Saint Laurent par Anthony Vaccarello".

The two photos are close up portraits of natural-looking young women, one resting her head of a topless torso. American photographer Collier Schorr, whose work includes campaigns for Bottega Veneta, shot the portraits of these "15 new faces" for the campaign.

The images remain in black and white, the same as under Hedi Slimane's rule, but the style portrayed is less disturbed and more youthful. Does this represent a radical image change for the brand?

Looking closer, the maison might be wanting to distance itself from the somewhat underground aesthetic - half-rock, half-androgynous - driven by its former creative director, to adopt a more demure and mixed look, almost like "Benetton".
As explained in a small note, the images "tell a little of the maison's future, through the black and white portraits of individuals and couples".

Even the Saint Laurent logo has changed completely, marking a clear break with the past. It's now written in large letters on a white band, compared to the previous Saint Laurent Paris in black.

The campaign launch includes a social media debut with exclusive content published Monday June 20 on the Instagram account @ysl, followed by a global release in magazines from June 22, as confirmed by the maison in a note.

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