

ADVERTISING

Saint Laurent teases couture return with advertising campaign

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YSL advertising image

By STAFF REPORTS

French fashion label Saint Laurent Paris is heightening the exclusivity of its apparel with the upcoming launch of selective made-to-order couture items.

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Saint Laurent's creative director Hedi Slimane will only create these handmade items for friends of the house, fulfilling only those orders he approves of, according to [The New York Times](#). The house eliminated its couture collection in 2012 when Mr. Slimane took over direction, so this Yves Saint Laurent Couture line will enable the brand to give elite customers one-of-a-kind garments.

Choice customers

Rather than debut the line within the couture fashion schedule, Saint Laurent is instead showcasing its new collection in an advertising campaign titled "Rue de L'Université". The effort, set to premiere in magazines next month, shows images captured at the brand's salons in Paris.

SAINT LAURENT
24, RUE DE L'UNIVERSITÉ, 24
PARIS



Ad image from Saint Laurent

Saint Laurent shared these images to social media, accompanying them with captions that delve into elements of the building's history, including an 18th century chandelier restored by Mr. Slimane and its architect Thomas Gobert, who also served Louis XIV.

One that depicts an Yves Saint Laurent white label against a marble surface tells the viewer, "Hedi Slimane determines which of these pieces will carry the ateliers hand-sewn couture label "Yves Saint Laurent". These couture pieces may be for women or men, a tuxedo or an evening dress, daywear or eveningwear. The "Yves Saint Laurent " private atelier label is made of ivory silk satin and is numbered by piece."

Illustrating this range of attire, the models wear versions of the brand's iconic white and black suits and evening wear featuring details such as hand embroidery.

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Ad image from Saint Laurent

The gold monogram book that holds a record of all the couture pieces from the house is also depicted.

This service will be reserved to very important clients, such as movie stars or musicians looking for red carpet attire. While not all Saint Laurent customers will be able to purchase a couture garment, letting them into the place where it all happens and showing off what is

possible may heighten the brand's appeal for the luxury buyer.

A number of other labels have returned to a handmade aesthetic to boost exclusivity around their fashions.

French fashion house Givenchy may be reviving its couture collection after its creative director alluded to the restart in an interview.

While speaking to John Koblin, style reporter for the New York Times, Riccardo Tisci said that Givenchy "would do couture again." In 2012, Mr. Tisci discontinued Givenchy's couture collection, a move that many in the industry assumed was temporary, as he worked to further develop the brand's ready-to-wear line ([see story](#)).

Italian fashion house Fendi is also expanding its offerings to include couture with a new collection by creative director Karl Lagerfeld that debuted in Paris on July 8 ([see story](#)).

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