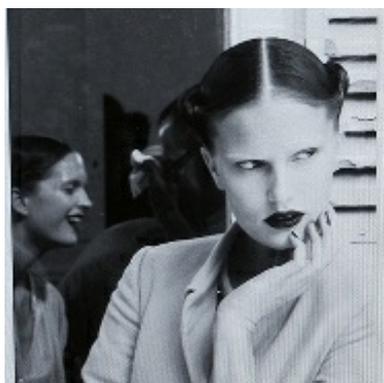


PRINT

Yves Saint Laurent takes vision to the streets via stand-alone magazine

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By ELIZABETH ZELESNY

French designer Yves Saint Laurent is promoting its latest collection via a print publication distributed to the first 2,000 passers-by in various cities around the world.

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Luxury Daily

Yves Saint Laurent's "La Manifesto" will be circulated on the streets of Paris, New York, London, Milan, Tokyo, Hong Kong and Los Angeles on March 5. The publication will be distributed in a special tote bag created especially for The Manifesto.

"The Yves Saint Laurent La Manifesto creates a living art ad campaign openly distributed throughout major art city communities," said Kimmie Smith, designer, style expert and founder/editor in chief of [Kitten Lounge](#), New York.

"The vast majority of recipients are outside the fashion community-at-large, so those that get to sport one within fashion events undeniably show they are tastemakers in the know," she said.

"YSL had always been a progressive house in paradoxically spreading its message in new luxury media, here by both being instantly accessible to anyone locally, while with global ultra-limited distribution."

The Manifesto is now an iconic publication for Yves Saint Laurent. It is in its eighth

edition.

Yves Saint Laurent's apparel collections include women's and men's ready-to-wear, shoes, handbags, small leather goods, jewelry, scarves, ties and eyewear.

The brand is owned by **Gucci Group**, which is owned by the conglomerate **Pinault-Printemps-Redoute**.

The Manifesto

The stand-alone magazine, which was conceived by creative director Stefano Pilati and produced and distributed by the brand, will hit the streets and Yves Saint Laurent's Web site on March. 5.

Yves Saint Laurent's the Manifesto features model Arizona Muse, shot by Inez van Lamsweerde and Vindoooh Matadin under Mr. Pilati's creative direction.



Photos from inside "The Manifesto"

The Manifesto features an original interview between Stefano Pilati and Hans Ulrich Obrist, a curator and art critic of the **Serpentine Gallery** in London.



Tote bag

"With the inclusion of Los Angeles this season, YSL is re-affirming that the city retains its presence in the fashion scope," Ms. Smith said.

The evolution of the magazine's activity will be relayed via the brand's Web site, official Facebook page and Twitter account. They will feature exclusive news and images.

Downloads of the complete spring/summer 2011 Manifesto will be available on <http://www.ysl.com> as of midnight Hong Kong on March. 4.

Yves Saint Laurent spring/summer collection

Participants in the distributing cities will be invited to submit images documenting the

activity in an online gallery on Facebook.

"Those few fortunate fashion-hunters are certain to socially share their bounty virally within a hyper-targeted community," said Paul Farkas, founder/CEO of [SocialFashion.com](#) and collaborator-in-residence at [Watchitoo.com](#), New York.

"It is nice to see on-spot bloggers, post tips on usual suspect places where La Manifesto's were found in past seasons," he said.

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