

COMMERCE

Saint Laurent goes Jurassic for latest jewelry line

January 4, 2016



Saint Laurent's dinosaur men's jewelry

By STAFF REPORTS

French fashion house Saint Laurent drew inspiration from a prehistoric source for the jewelry made to accompany its menswear collection for spring/summer 2016.

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For the collection, which debuted during Paris Fashion Week, Saint Laurent presented clothing "riffing on bygone subcultures." The surf culture-inspired collection includes leopard print, tie-dye, floral and tropical prints, a departure from Saint Laurent's traditional all-black aesthetic.

Dino-mite

As spring/summer 2016 pieces appear at retailers online and in-stores, Saint Laurent dropped the jewelry that goes along with the collection.

Made of silver-tone brass, the jewelry includes pins, rings and necklaces. A number of the pieces, namely pins and necklaces, include a dinosaur motif. Consumers can select from either a T-Rex or a brontosaurus pendant or pin.

Saint Laurent's T-Rex motif links the jewelry line to the clothing presented for spring/summer 2016. Additionally, the men's jewelry aligns with Saint Laurent's women's wear, including an oversized dinosaur knit sweater featuring a roaring T-Rex priced at around \$1,051.



Saint Laurent T-Rex pin, as seen on Mr Porter's Web site

Available from Mr Porter's European ecommerce site, the collection also includes palm tree pendants and chain-link rings. Pieces begin at around \$250.

Traditional luxury brands, with an ethos of glamour and sophistication, have begun to lighten up and embrace whimsical tactics.

For instance, in 2013, Italian fashion house Fendi promoted the release of its much anticipated "Bag Bugs" collection with a whimsical video featuring the furry purse accessories personified to appeal to a more entry-level audience.

The Bag Bugs, which are peculiar monster-like creatures, lend themselves well to the film, which plays off of their personalities to show them endearingly and present them as both an amusement and a fashionable accessory ([see story](#)).

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