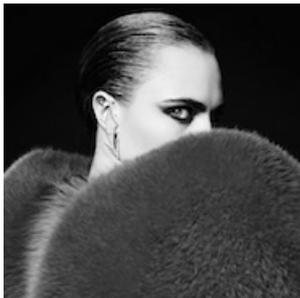


ADVERTISING

## Saint Laurent ignites Le Smoking jacket with Jane Birkin, Cara Delevingne

March 30, 2016



*Cara Delevingne for Saint Laurent Paris' Le Collection de Paris*

By STAFF REPORTS

French atelier Saint Laurent Paris has selected It girls of past and present to represent the brand's latest collections.

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Saint Laurent's creative director Hedi Slimane picked British model Cara Delevingne and former model and muse for the Hermes Birkin handbag Jane Birkin for the "Le Smoking" jacket. Both women sport the Le Smoking tuxedo jacket in the still campaign, showing that the masculine piece can be incorporated into the style of any modern woman.

Tuxedo twins

Saint Laurent shared the images of Ms. Birkin across its social channels on March 27. Photographed by Mr. Slimane only days earlier on March 10, the images of Ms. Birkin were shot in the Yves Saint Laurent Couture House on 24 rue de L'Universite.

In the images Ms. Birkin is shown from the chest up, resting her elbow on a table that is not visible. With her opposite hand on her chin, Ms. Birkin smiles in one image and has a more serious composure in the other.

SAINT LAURENT  
PARIS



*Jane Birkin for Saint Laurent Paris*

Ms. Delevigne's imagery shows the model in a Le Smoking tuxedo jacket as well as pieces from the La Collection de Paris. Saint Laurent showed this collection during Paris Fashion Week, held in the brand's new couture salons at

the restored Htel Snecterre.

The four black-and-white images of Ms. Delevigne show an edit of the 42 pieces from Le Collection de Paris. Posted on March 30, and photographed by Mr. Slimane March 17, Ms. Delevigne wears the aforementioned suit jacket, a black strapless dress with an oversized belt and a heart-shaped fur coat.



*Cara Delevingne for Saint Laurent Paris*

The setting of both Ms. Birkin and Ms. Delevigne's photos, rue de L'Universit, was also the subject of its own campaign. The effort was devised as Saint Laurent's reintroduction of its selective made-to-order couture items ([see story](#)).

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