

COMMERCE

Anthony Vaccarello exits Versus Versace, takes helm at Saint Laurent

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Anthony Vaccarello

By STAFF REPORTS

Kering's Yves Saint Laurent has chosen Belgian designer Anthony Vaccarello as its creative director.

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Mr. Vaccarello comes to Saint Laurent from Versus Versace, where he served as creative director for a little more than a year. Ever since rumors of Hedi Slimane's departure from Yves Saint Laurent began circling earlier this year, Mr. Vaccarello has been the speculated choice to take over as creative director of the French house, but Kering waited to officially announce the appointment until April 4.

New talent

The 36-year-old Mr. Vaccarello founded his eponymous label in 2009. Prior to that in 2006, he was awarded the Hyres International Festival of Fashion and Photography grand prize, and in 2011, he won the ANDAM Fashion Award.

Mr. Vaccarello worked with Versus Versace for a total of three years. He designed a capsule collection for Versus Versace, which debuted in a shoppable runway show during New York Fashion Week in September 2014. Following the collection's success, the designer was brought on to head the company's diffusion line, lending a youthful energy to the rebellious label in his one year as creative director.



Versus Versace spring/summer 2016 ad campaign

The designer resigned from his role at Versus Versace on April 4, paving the way for the announcement from Saint

Laurent. His hire at Saint Laurent is effective immediately, with Mr. Vaccarello's first collection for the house to be presented at the spring/summer 2017 fashion week in Paris this October.

"I am extremely happy to have Anthony Vaccarello take the creative helm of Yves Saint Laurent," said Francesca Belletini, president and CEO of Yves Saint Laurent, in a brand statement. "His modern, pure aesthetic is the perfect fit for the maison."

"Anthony Vaccarello impeccably balances elements of provocative femininity and sharp masculinity in his silhouettes," she said. "He is the natural choice to express the essence of Yves Saint Laurent. I am enthusiastic about embarking on a new era with Anthony Vaccarello, and together bringing the maison further success."

The announcement by Kering came mere days after the label shared news of Mr. Slimane's exit, making for a brisker transition than other houses that have been without creative directors for months, including Dior.

As of April 1, Mr. Slimane's end to his nearly four-year tenure as creative and image director of Saint Laurent Paris became official ([see story](#)).



Cara Delevingne for Saint Laurent

During his second tenure, Mr. Slimane is credited with rebranding the house. He first revised its name from Saint Laurent to Saint Laurent Paris ([see story](#)), then embraced a rocker aesthetic which often saw music icons in campaigns ([see story](#)) and reestablished the brand's couture collection ([see story](#)).

Mr. Vaccarello, known for his tailoring, is expected to leave his own imprint on the legacy of Saint Laurent.

"I am very proud to welcome such a vivid and young force among today's creative fashion talents to Yves Saint Laurent," said Francois-Henri Pinault, chairman and CEO of Kering. "Anthony Vaccarello's unique style will greatly express the maison's creative signature and fashion authority, building on the brand's solid foundations, and further developing it to realize its full potential."

"Together with the entire Yves Saint Laurent team, Anthony Vaccarello will strongly contribute to the maison's growing accomplishments."