

APPAREL AND ACCESSORIES

## YSL teases upcoming ad campaign by Anthony Vaccarello

June 17, 2016



*Anthony Vaccarello*

By STAFF REPORTS

Saint Laurent Paris' newly appointed creative director has shared a sneak peek of his first advertising campaign created for the house.

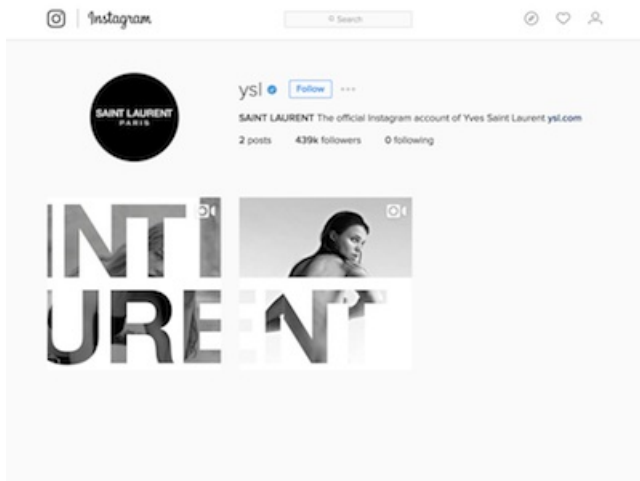
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Belgian designer Anthony Vaccarello replaced Hedi Slimane in April after much speculation that he would leave his position at Versus Versace to join the house of Saint Laurent. The 36-year-old Mr. Vaccarello founded his eponymous label in 2009; prior 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 ([see story](#)).

Going forward

After Mr. Slimane exited the brand, Saint Laurent proceeded to remove all creative content envisioned by the designer on its social media accounts. Since then, Saint Laurent has been quiet on its social channels, sharing nothing but a headshot of Mr. Vaccarello April 6.

To build anticipation for Mr. Vaccarello's first Saint Laurent collection, the brand has shared two short teaser video clips on its Instagram account. Mr. Vaccarello has also shared the videos on his personal account.

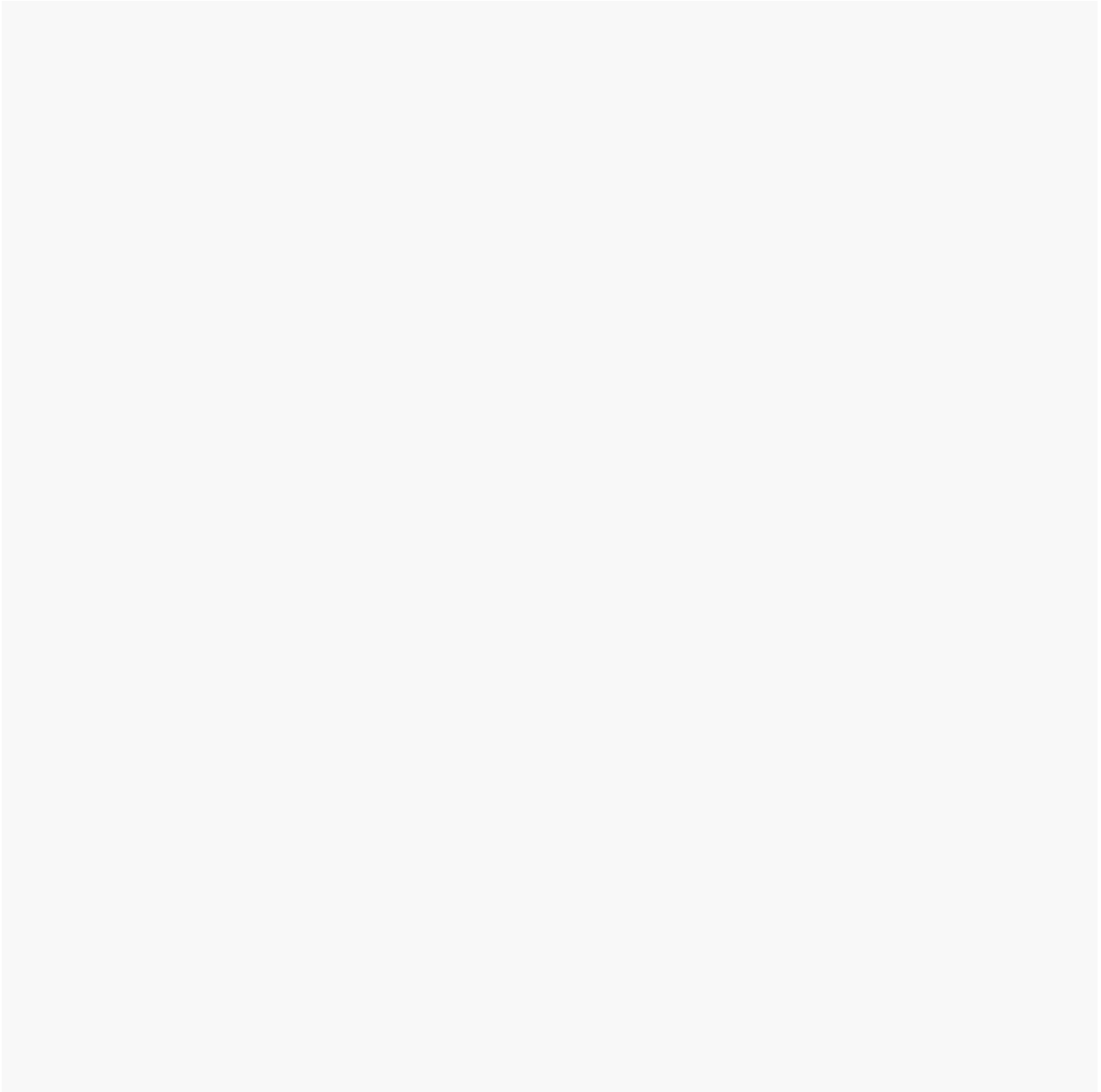


*Saint Laurent's Instagram account*

Directed by Nathalie Canguilhem, the first video shows a topless woman, Dasha, leaning over and looking up at a camera. The only visible clothing is the waistband of her black bottoms.

A text overlay shows the "ENT" of Laurent in white block letters.

The second video covers the screen with block letters from Saint Laurent's logo and disappear to reveal a woman sitting in a chair with leopard print arm rests. The model, Agnes, wears black pants and a black tube top.



AGNES - PARIS, MAY 28TH - #YSL01 BY @anthonyvaccarello TEASER 02 - DIRECTED BY @ncanguilhem #YSL  
#Saint Laurent #YvesSaint Laurent

A video posted by SAINT LAURENT (@ysl) on Jun 17, 2016 at 4:05am PDT

Saint Laurent's full campaign by Mr. Vaccarello will be unveiled on June 20. Per Women's Wear Daily, the still images were photographed by Collier Schorr and focus on the individuals in the photos rather than new clothing designs.

Mr. Vaccarello's first runway collection for the brand will be presented in October during Paris Fashion Week.

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