

APPAREL AND ACCESSORIES

## Anthony Vaccarello halts namesake line to focus on Saint Laurent

August 30, 2016



*Anthony Vaccarello spring/summer 2016*

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By STAFF REPORTS

French fashion label Yves Saint Laurent's newly instated creative director Anthony Vaccarello is closing his eponymous brand.

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Appointed by Saint Laurent in April as Hedi Slimane exited the brand, Mr. Vaccarello will be showing his first show for the house in October. In preparation for this move, the designer has chosen not to stage a fashion show for his own brand during Paris Fashion Week in September.

### Balancing act

Mr. Vaccarello founded his own line in 2008. According to a statement given to [WWD](#), the designer's entire staff has been hired by Saint Laurent.

In a statement, Mr. Vaccarello said, "This adventure has been amazing but I now feel the need to fully focus on this new project."

The designer has previously juggled creative director duties with those of his own line. Prior to Saint Laurent, Mr. Vaccarello spent three years at Versus Versace, eventually becoming the brand's creative director.



*Anthony Vaccarello*

This balance has been difficult for a number of designers, as they find themselves having to prioritize between their own brand and the one they were hired to run.

Balenciaga and Alexander Wang made the joint decision not to renew the designer's contract past its first term. A number of reports said that the cause of the split was Mr. Wang's desire to focus on his own eponymous label, including finding an investor ([see story](#)).

Bouchra Jarrar, recently named women's wear creative director for Lanvin, shuttered her own label as she started at the brand. Dior Homme creative director Kris Van Assche similarly closed his own brand after struggling to juggle the two.

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