

APPAREL AND ACCESSORIES

Hedi Slimane returns to Twitter to prove respect for Saint Laurent's heritage

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SAINT LAURENT
LE COLLECTION DE PARIS
PARIS



Cara Delevingne for Saint Laurent Paris 'Le Collection de Paris

By STAFF REPORTS

Hedi Slimane, the former creative director of Saint Laurent Paris, reactivated his Twitter account in a bid to protect his tenure at the Parisian house and the respect he has for the brand's legacy.

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In April, after nearly four years at the brand, Mr. Slimane stepped down as creative and image director, citing contractual disagreements between himself and Saint Laurent's parent, Kering Group, as the cause. During his time at Saint Laurent, Mr. Slimane is credited with modernizing the brand's image, and was at the helm during the house's branding where the "Yves" was dropped from its name.

Hedi hits back

In the months after his departure, Mr. Slimane filed legal action against Kering in an attempt to extend the non-compete agreement he signed with the French luxury conglomerate when he first joined Saint Laurent.

Kering, who felt Mr. Slimane's legal action was fueled by the desire to receive financial support as if he were still working for the brand, was ordered by the French commercial court to pay the designer \$13 million in June ([see story](#)).

Yesterday, Mr. Slimane sought additional funds from Kering, reported to be about \$2.2 million. While Kering declined to comment on the matter, Mr. Slimane took to Twitter, after a four year absence, to voice his frustrations.



Saint Laurent ad from 2014

Although the legal matters with Kering are likely on Mr. Slimane's mind, the tweetstorm was related to comments made by fashion critics regarding Anthony Vaccarello's debut collection for Saint Laurent shown during Paris Fashion Week.

For instance, in Cathy Horyn's review of the collection for New York magazine's *The Cut*, she wrote, "Apparently, Vaccarello has restored the Y, which had been excised by his predecessor, Hedi Slimane, as both a throwback to the brand's original name and an attempt to modernize it. The truth is, despite Slimane's efforts, most people still say YSL."

Remarks such as this hurt Mr. Slimane enough that he found it necessary to return to Twitter to set the record straight. Mr. Slimane began his tweet rebuttal by saying:

FACT CHECKING / THERE HAVE BEEN INACCURATE STATEMENTS ON RECENT ARTICLES REGARDING HEDI AND THE USAGE OF THE YSL HISTORICAL LOGO

Hedi Slimane (@hedislیمانetwit) [October 6, 2016](#)

The designer then went ahead and shared all of the ways he incorporated the historic YSL logo into his collections, including jewelry and handbags, runway staging, boutique designs and other brand communications.

In his response, Mr. Slimane shared design notes, the dates of collections, campaign imagery and other details to prove that he respected the heritage of the brand, despite its official name had been altered.

When he felt he had made his point, Mr. Slimane said:

IN CONCLUSION, IT IS ACCURATE TO SAY THAT THE YSL ICONIC INITIALS WERE IN FACT CELEBRATED AND CHAMPIONED BY HEDI

Hedi Slimane (@hedislیمانetwit) [October 6, 2016](#)