

APPAREL AND ACCESSORIES

France's ARPP takes issue with "degrading" Saint Laurent ads

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Saint Laurent's fall 2017 ads are being described as sexist and sexually suggestive

By STAFF REPORTS

Kering-owned fashion house Saint Laurent Paris has found itself under fire from advertising watchdogs.

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France's Autorite de Regulation Professionnelle de la Publicite (ARPP) has received upwards of 70 complaints regarding advertisements for Saint Laurent's latest campaign. Critics of the ads feel that the imagery is "degrading" to the featured model and has undercurrents of sexism and overt sexualization.

Ad anger

The ads for Saint Laurent fall 2017, photographed by Inez and Vinoodh, have caused an uproar due to the models' suggestive poses.

One image shows a model in fishnet stockings and heeled boots attached to roller skates. The model is seated on a chair with her legs spread far apart.

Another campaign still features a model in only a leotard and roller skate stilettos suggestively bent over a stool. A third shows a model in a fur coat and fishnets, reclining on a chair with her crotch fully exposed.

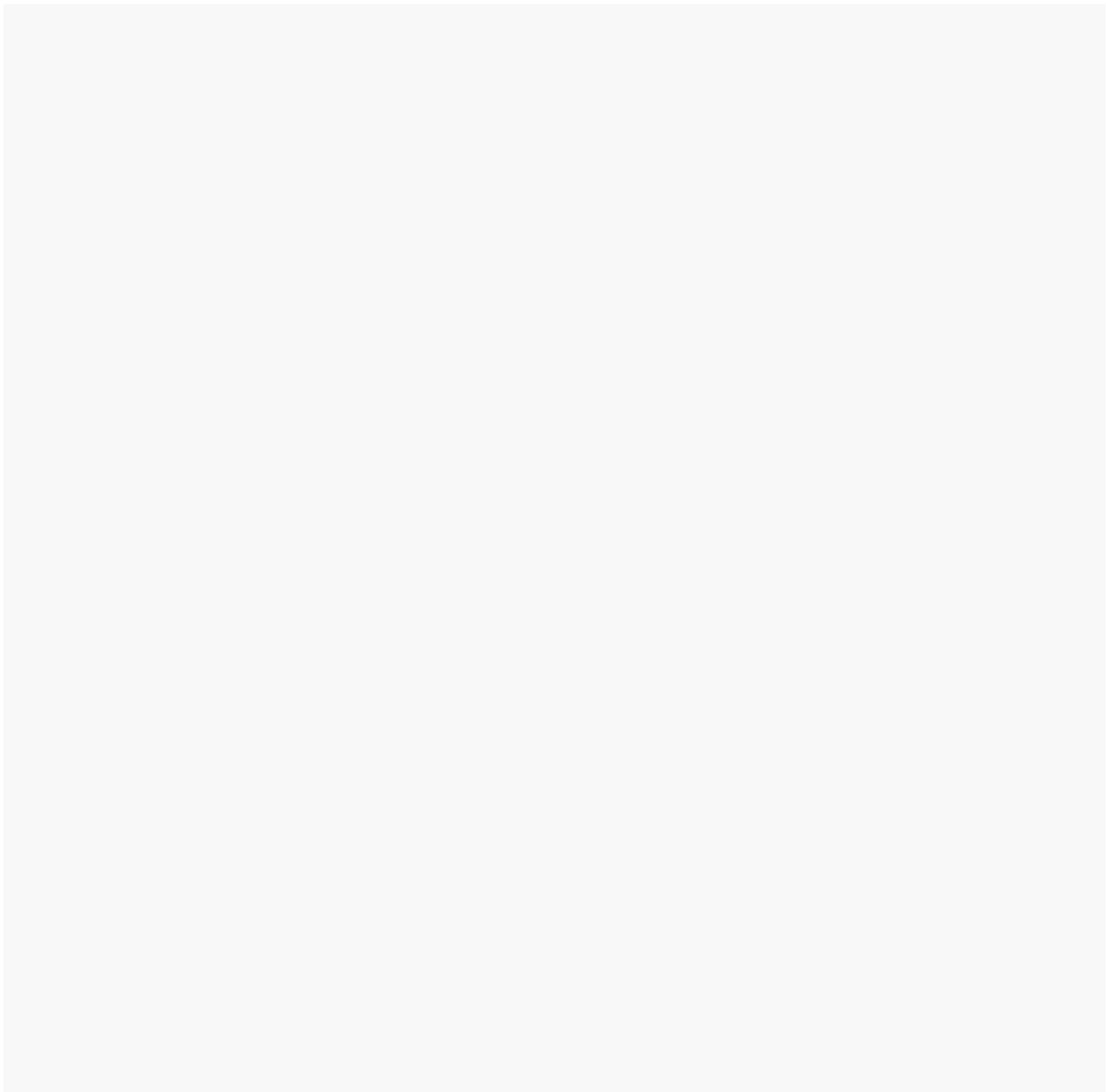
The ARPP has strict guidelines concerning ads, including that campaigns must maintain "dignity and respect in the representation of the person," a rule widely accepted by the advertising industry.

In conversation with Reuters, Stephane Martin, head of ARPP said, "We asked the brand and the ad displayer to make changes to these visuals as soon as possible."

ARPP also fears the models seen in the Saint Laurent campaign are too thin.

In France, the ads appear on billboards, mainly in Paris, and have been published in fashion publications.

As of press time, Saint Laurent's ads still remain on its Instagram account. The brand has yet to issue a statement on the matter.



FERNANDA FEBRUARY 6TH FALL 17 - IDOL PREVIEW #YSL06 BY @anthonyvaccarello PHOTOGRAPHED BY @inezandvinoth #YSL #Saint Laurent #YvesSaint Laurent IDOL - AVAILABLE EXCLUSIVELY AT THE GRENELLE STORE IN PARIS FROM FEBRUARY 20TH

A post shared by SAINT LAURENT (@ysl) on Feb 10, 2017 at 9:53am PST

In June 2015, Britain's Advertising Standards Authority filed a ruling against Saint Laurent for an ad that ran in Elle UK following a complaint that the model appears unhealthily thin, with visible rib cage and thighs and knees the same size.

According to the ASA, Saint Laurent said it did not agree with the view that the model was too thin, but the organization ruled that the ad must not appear again in its original form ([see story](#)).

Similarly, an advertising ethics committee, affiliated with ARPP and independent from the ad industry, will rule on Saint Laurent's case March 10. If the ethics committee finds that there are grounds for the watchdog's complaints, Saint Laurent will be asked to withdraw the ads.