

APPAREL AND ACCESSORIES

Saint Laurent takes playful look at summer selection with Vogue

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Saint Laurent's film featured on Vogue.fr. Image credit: Saint Laurent.

By BRIELLE JAEKEL

French fashion house Saint Laurent is looking to outside experts in fashion and film for its latest campaign that likens its collection to playing dress up.

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Created in part with Vogue and filmmaker Jean-Paul Goude, Saint Laurent's summer 2018 piece features a group of models coming alive at night to play with the collection. A film interpretation of the phrase "When the cat's away the mice will play," the short brings a playful spin to high-fashion.

"With a brand like Vogue, a short form media campaign play on the French version of the Vogue mobile site is a great way to introduce fashion from the runway to the centennials," said Marci Troutman, CEO of [SiteMinis](#). "The uniqueness of the video is the playful way they portray the fun side of fashion to grab the young generations interest in the iconic brand, allowing this newest generation to glean an interest in the latest styles.

"Knowing how to reach the youngest generations is of utmost importance for any brand in order to stay relevant as desktops decline and mobile becomes the first screen," she said.

Mice will play

Saint Laurent creative director Anthony Vaccarello makes an appearance in the film, taking on the role of the watching father.

Models Maria Miguel, Fernanda Oliveira, Hiandra Martinez and Mathilde Henning as well as dancers Hajiba Fahmy, Marie-Mathis Aubert, Olga Vassileva, Vera Vassilieva and Fanny Sage portray the angels and devils of the film.

Seemingly sleeping soundly tucked into bed, the models and dancers are dressed in nightgowns with teddy bears to take on a more childish image.

They all lay together in a big bed, looking as though they are fast asleep, while Mr. Vaccarello checks in on them. As he does, music that sounds like a lullaby can be heard.

However, once the designer closes the door and a car's engine can be heard igniting, the girls wake up and become rambunctious.

One by one they open their eyes abruptly, a chandelier turns on and an upbeat song begins to play. The models and dancers race down the stairs, throw open the doors to the balcony and begin to tear through a closet.

The girls begin to dance together, each with feather boots and a different black dress. They continue to jump and dance as feathers from their outfits fill the air.

One girl who stands on a balcony whistles to the other girls, signifying an abrupt end to their play time. Quickly, the girls take off their dresses and outfits, throwing them inside the closet.

The group jumps into the bed and crawls underneath the covers as Mr. Vaccarello walks up the stairs.

He opens the door to check on the girls, and smiles as they seem to still be sound asleep.

The video represents the spring/summer 2018 line and is posted on Vogue's online site in France.

Saint Laurent interprets the phrase "While the cat's away the mice will play."

Vogue and video

Vogue is often looking to film to make a bigger impact with its editorial content, similar to its Saint Laurent film.

The media brand's U.S. edition rang in the new blooms of spring with a host of advertisements for spring fashion collections and a warm-weather photo shoot with actress Alicia Vikander, complemented by film.

The storied fashion publication's March issue is filled with imagery of lightly-clothed models gallivanting in pieces from some of the biggest brands in fashion including Gucci, Dior, Louis Vuitton and Prada. Additionally, the publication is supporting the issue with digital content involving Ms. Vikander and editor in chief Anna Wintour ([see more](#)).

Cond Nast-owned Vogue Video also gave a glimpse into the daily routines of three entrepreneurial woman by sharing how jewelry and sustainable gemstones fits into their lives.

British Vogue's "The Ritual" is a three-part series produced in partnership with colored-gemstone miner Gemfields that aired on the Vogue Video channel. Since its launch in 2015, Vogue Video has run a number of partnered content series, and to date has almost 40 million viewers, demonstrating the power of video marketing ([see more](#)).

"The benefit of [vogue.fr](#) running this campaign for Saint Laurent is the millions of vogue social media followers that will be able to view the newest style for the brand, along with the potential to have a viral campaign across their many social platforms," SiteMini's Ms. Troutman. "One of the top ways Centennials consume content is via video, making this campaign not only a win-win for Saint Laurent, but also for Vogue."