

APPAREL AND ACCESSORIES

Saint Laurent brings rock glamour to the desert

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Edgy, rock-inspired apparel dominates Saint Laurent's spring campaign. Image credit: Saint Laurent

By SARAH RAMIREZ

French fashion house Saint Laurent is playing with themes of sensuality and rebellion in a dramatic film for its spring 2019 campaign.

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Instead of the dark, urban environments that often dominate Saint Laurent's campaigns, the film is primarily set in a desert maze and jumps to different scenes. The glamorous pieces, which adorn a large group of models, speak for themselves.

"Often campaigns, Saint Laurent's included, are about a model and a product," said Lauren Bates, marketing manager and lead storyteller at [Blue Moon Digital](#), Denver, CO. "This campaign asks you to feel something, to go beyond skin deep and face value."

Ms. Bates is not affiliated with Saint Laurent, but agreed to comment as an industry expert. [Saint Laurent](#) was reached for comment.

Desert dancers

Directed by Nathalie Canguilhem, a longtime collaborator of Saint Laurent's creative director Anthony Vaccarello, the new film begins with two models dressed in black underneath the desert sun. The entire video is set to a pulsating soundtrack by Sebastian.

The scene changes to a classic French apartment, with a female model seductively swaying in sequined bootcut pants and a black brassiere. She accessorizes with a thin scarf and layers of necklaces.

Saint Laurent's spring 2019 campaign transports a group of people across different environments

As the film continues, it alternates between the same woman and her male counterpart wandering the desert maze and a group of young people lounging and flirting in the apartment.

Wearing head-to-toe black, the man rides a motorcycle through the desert trenches. In other moments, it appears the pair are either running away from each other or towards each other.

Then, the apartment is transformed into a pseudo-rock concert. Lights flash in the darkness and the models many of whom are wearing dark hats and sequined jackets dance to unheard music.

As the tempo builds, so does the sensual tension between the men and women who dance together and caress each other.

Back in the desert, more models appear posing in their rocker-influenced clothing. Nearly all the apparel, footwear and accessories are black, providing a strong contrast against the stark white environment.

A black stallion, an intimidating symbol of power and strength, appears galloping in the same trenches through which the male model raced his motorcycle.

[View this post on Instagram](#)

SAINT LAURENT - SPRING 19 #YSL20 by ANTHONY VACCARELLO DIRECTED by @ncanguilhem SOUNDTRACK by @sebastian_edbgr 2/3 #YSLSPRING19 #YSL #SaintLaurent #YvesSaintLaurent @antonyvaccarello

A post shared by SAINT LAURENT (@ysl) on Jan 4, 2019 at 11:39am PST

Instagram post from Saint Laurent

Finally, the dancers are transported to a secret garden, which is overgrown and mysterious. A purple cloud of smoke transforms the scene yet again to a shallow reflecting pool where they continue their enchanting movements.

In the desert, the man stumbles to the ground and lets his hallucinations take over.

Saint Laurent spirit

Several Saint Laurent and Yves Saint Laurent Beauty campaigns emphasize youth, rebellion and friendship.

Yves Saint Laurent Beauty tempted free-spirited consumers to answer the call of its charismatic scent Black Opium with help from a new fragrance face.

Brand ambassador Zo Kravitz stars in her first perfume campaign for YSL Beauty as the ringleader of a rebellious group of young people. The short film speaks to the adventure and independence younger people seek out.

The film opens with Ms. Kravitz overlooking Tokyo from a rooftop late at night. She sprays Black Opium on her neck, and different people around the city pause as the fragrance reaches them ([see story](#)).

Previously, Saint Laurent's summer 2018 piece featured 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.

Created in part with *Vogue* and filmmaker Jean-Paul Goude, it included models and dancers portraying angels and devils. Mr. Vaccarello made an appearance in the film, taking on the role of the watching father ([see story](#)).

"Anthony Vaccarello has been at the helm of the luxury brand for almost three years and continues to drive the brand towards the same, almost androgynous, vision Mr. Saint Laurent used to fuel his creation," Blue Moon Digital's Ms. Bates said. "Yves believed that women should feel empowered in what they wore, and quite frequently his collections walked a fine line, oscillating between the masculinity of his silhouettes and the celebration of a woman's sensuality.

"YSL has always been a brand about pushing boundaries, challenging societal norms," she said. "It is great to see Vaccarello carrying that vision forward in his creations and campaigns."

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