

APPAREL AND ACCESSORIES

Saint Laurent turns music video producer for Travis Scott

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Still from Travis Scott's "Can't Say" video. Image credit: Travis Scott

By SARAH JONES

French fashion label Saint Laurent is teaming up with rapper Travis Scott to put its brand in front of millions of consumers and modernize its image.

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Saint Laurent produced and designed the wardrobe for the musician's "Can't Say" music video, earning the label prime placement on YouTube as the film was released on Feb. 5. Saint Laurent's partnership is indicative of the increasing convergence of streetwear and luxury fashion, allowing the brand to reach out to the next generation of buyers through pop culture.

"Travis Scott is one of the most popular entertainers on the planet, with a rare combination of street credibility, high-fashion sensibility and Kardashian clan co-sign via a long-term relationship with Kylie Jenner," said Michael Mirafior, senior vice president at [MediaLink](#).

"The combination of edge and fame is very much on-trend and caters to continued consumer demand for sophisticated streetwear-influenced luxury products," he said.

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

Music placement

Mr. Scott, born Jacques Berman Webster II, recently had his "Sicko Mode" single reach the number one spot on the Billboard Top 100 last August. But he has been in the public eye for more than his music, as the father of reality television star and beauty mogul Kylie Jenner's daughter Stormi Webster.

The rapper also made an appearance during the Super Bowl halftime show, performing in front of an audience of millions who tuned in to the game.

"Can't Say" talks about both substance use and the performer's experiences with women.

Mr. Scott's moody music video opens with an army of men on motorcycles. The rapper leads the cavalcade,

standing atop one of the bikes wearing a striped jacket.

During the film, he also appears in scenes dribbling a fiery basketball, standing atop a sports car and moving underwater.

Mirroring mentions of police, a cop car also makes an appearance within the short.

Among the looks that creative director Anthony Vaccarello created for the rapper and his background actors are Saint Laurent-branded helmets and a marching band-style jacket.

Images of nighttime city skylines, prancing horses and a pyramid engulfed in flames continue the dramatic approach of the video.

Travis Scott's music video for Can't Say

A day after appearing on YouTube, the film had garnered more than 2 million views. It was also the eighth most popular video on the platform.

Along with its YouTube debut, Saint Laurent shared the music video with its audience via IGTV.

"This partnership communicates that Saint Laurent is modern and relevant, and aligns with millennial sensibilities of what defines luxury," Mr. Miraflor said. "The partnership feels progressive, and leans towards what is possible for the future of the brand versus relying upon heritage.

"Travis Scott's fanbase also caters to consumers who are familiar with the modern economics of scarcity and desire limited-edition collaborations, drop model, etc. in which consumers are willing to pay a premium for quality goods," he said. "This partnership further establishes Saint Laurent as a brand to consider when shopping for covetable pieces."

Music producers

While luxury brands have often found themselves in the spotlight of songs and music videos, lately they have been taking a more active role in producing.

Givenchy Beauty, among other brands, teamed up with the musical and artistic collective known as Kamar & the Bugged Mind Crew for a music video for the group's single, "Mary."

The video, which was hosted on Givenchy's social media channels along with others, was filmed with input from the brand's artistic director Nicolas Degennes, featuring his trademark thick black textures and materials. This collaboration also showed Givenchy Beauty branching out into more artistic and avant-garde projects that are not meant to translate immediately into commercial benefit ([see story](#)).

French fashion label Balmain's fall/winter 2016 campaign film similarly went viral thanks to the celebrity of collaborator Kanye West.

Released as a music video for the recording artist's song "Wolves," the video stars a cast that includes Mr. West's wife Kim Kardashian-West and a bevy of top models. Following its premiere on the rapper's YouTube channel, the campaign was viewed more than 4 million times in a matter of days, giving the house a platform to reach an audience that extends past its own social followers ([see story](#)).

"From a distribution point of view, it's a brilliant strategy," Mr. Miraflor said. "For so many years, fashion houses lacked the media budgets and resources to properly distribute brand videos.

"By aligning with major artists for tentpole music video releases, a brand such as Saint Laurent can guarantee itself millions of qualified views to an impressionable audience," he said.