

CONSUMER ELECTRONICS

## Saint Laurent ushers in new retail concept with sound, style collaboration

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*Saint Laurent redesigns Bang & Olufsen speakers. Image credit: Saint Laurent*

By STAFF REPORTS

French fashion label Saint Laurent is teaming up with Danish electronics and audio company Bang & Olufsen for an auditory and tech-driven initiative mixed with fashion.

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The two have created special-edition Bang & Olufsen products, revitalizing established items. Saint Laurent has redesigned the look of two Bang & Olufsen speaker products.

### Sound and style

Bang & Olufsen's voice-enabled speakers Beoplay A9 have gotten a Saint Laurent makeover, and are now featured in all black in anodized aluminum with the Saint Laurent logo.

In addition, portable Bluetooth speaker Beoplay A1 has also been given the Saint Laurent treatment, also in black aluminum with the label's name across the center.

The Beoplay A9 speakers are priced at \$4,650 and the portable Bluetooth is \$460. They are exclusively available at Saint Laurent's new retail concept Rive Droite, which features limited-edition collaborations and handpicked collectibles.

Saint Laurent Rive Droite only has two locations, Rue Saint Honor in Paris and Rodeo Drive in Los Angeles. Creative director Anthony Vaccarello created and curated the stores.

[View this post on Instagram](#)

SAINT LAURENT RIVE DROITE #SaintLaurentRiveDroite #RD #YSL @anthonyvaccarello

A post shared by SAINT LAURENT (@ysl) on Jun 13, 2019 at 5:59am PDT

*Instagram post from Saint Laurent*

In addition to the new retail concept, the French fashion label is rumored to be looking into a new hub in Tuscany, Italy.

Italian Ministry of Economy and Finance's financial company CDP Investimenti filed paperwork leading many experts to believe that Saint Laurent is looking for a lease for a building nearby to Florence. According to a report from *Women's Wear Daily*, Kering is in talks with the financial company for the Palazzo delle Finanze in Scandicci, Italy ([see story](#)).

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