

APPAREL AND ACCESSORIES

## Saint Laurent puts Hollywood's finest in high glamour for fall

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*Saint Laurent's celebrity cast includes model Hailey Bieber, who embodies the campaign's sultry overtones. Image credit: Saint Laurent*

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By AMIRAH KEATON

French fashion house Saint Laurent is presenting this year's fall/winter 2022 collection in a different light through star-studded campaign visuals.

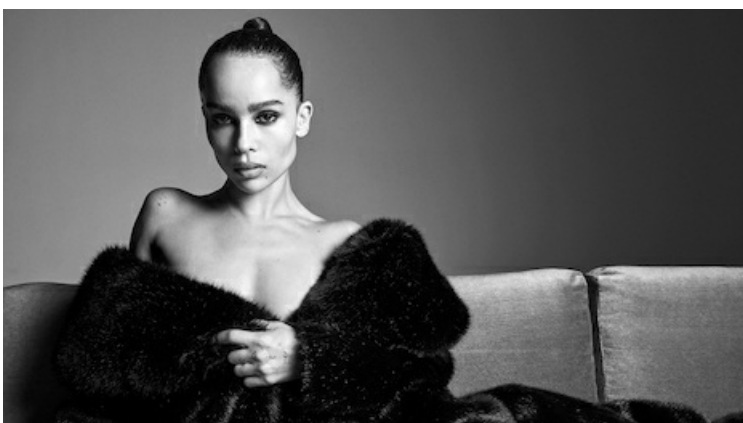
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The house's glam vision comes to life in moody black-and-white videos that have hit social feeds and stores just in time for fall. Accompanying, artful shots use a greyscale template to highlight Saint Laurent's designs with masterfully sophisticated ease.

### Saint Laurent Starpower

Inclusive of styles shown throughout the brand's pre-fall images and fall ready-to-wear show, Saint Laurent's campaign follows the tone initially set in March of 2022: faux fur jackets, slinky silk dresses and structured suits with feminine touches appear in edgy blacks and browns.

The Kering-owned company's creative director Anthony Vaccarello craftily chose names like music artist and actor Dominic Fike, actress Zo Kravtiz and actor Lakeith Stanfield to embody and presumably amplify the season's garb amid cool campaign images.



Actress Zo Kravitz stars in Saint Laurent's fall/winter 2022 campaign. Image credit: Saint Laurent.

For a matching set of films, 18-year-old Gray Sorrenti, daughter of fashion's famed photographer Mario Sorrenti, captures a talented team in autumn evening wear, who sport the chic looks in a manner that only Hollywood's finest could.

The celebrity cast includes model Hailey Bieber, who plays towards the campaign's sultry overtones in her clip, appearing cool and collected to the calm sounds of the song "Lay Me Down," by Arsun.

In her video, Ms. Bieber lies across the floor in a faux fur coat and low-cut bodysuit, before appearing in front of a light source, making eye contact with the viewing audience ethereally in a close-up that ends the quick, 20-second clip.

*Hailey Bieber takes center frame in Saint Laurent's fall campaign video.*

Others featured include Korean pop star and global brand ambassador Ros, a member of K-Pop's BLACKPINK, who is initially coy with the camera as she dons a denim-stockings combo with a pair of the brand's kitten heels.

Model Romeo Beckham briefly graces the screen, first in a pair of opaque sunglasses with glossy black nails to match, a bomber jacket atop his youthful shoulders.

Spanish actress Milena Smit is among those moving elegantly across the screen. Her intense demeanor pairs well with the fluffy, full-body outwear she bodes.

Saint Laurent's creative treatment is strikingly reminiscent of fashion's celebrity advertising heyday of the late 90s and early 2000s, from household names with mid-tier pricing such as Gap and Calvin Klein who perfected the art of less is more with similarly-toned marketing.



*A Gap placement from the 1990s shows a style similar to Saint Laurent's simple, streamlined visuals. Image credit: Pinterest*

A new, exciting take on classic themes makes for an impressive campaign with a muted palette. With its release, Saint Laurent opts out of fashion's current obsessions with trends like dopamine dressing and Y2K in innovative ways, staying true to its creative director's rock-n-roll specialty.

#### Production patterns

Saint Laurent has consistently delivered a uniquely dark aesthetic amid an industry of trend and color, though in recent years, the house has notably tried its hand at a colorful cool.

Rife with experimentation, spring/summer 2022 ad imagery engaged the senses with bright styles of current popularity. The retro-themed campaign creative was set in Los Angeles ([see story](#)).

A spring/summer 2021 campaign of the previous year shares the brand's recent star-studded sentiment. The nine-minute short film, entitled "French Water," takes viewers into a dreamy, eerie world directed by Jim Jarmuch and features designs from creative director Anthony Vaccarello ([see story](#)).