

JEWELRY

## Saint Laurent presents first-ever fine jewelry collection

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*The brand's campaign visuals nod to its historic involvement in the cinematic space. Image credit: Saint Laurent*

By LUXURY DAILY NEWS SERVICE

French fashion house **Saint Laurent** is expanding into a new category.

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The maison, known for luxury clothing, footwear, fragrance and leather accessories, is out with its very first line of fine jewelry. Saint Laurent gave consumers their first look with a short film set in a garden, showcasing not only the new creations but the brand's historic love of motion pictures.

### Film history

The fine jewelry collection features 45 metal pieces, three of which are now available online or in select stores the rest can be preordered.

Ranging in styles from brooches, bracelets and among other things, necklaces, each jewelry item is made from either grey or yellow gold, or a combination of both. Diamonds and leather also make an appearance in various designs.

### Introducing Fine Jewelry

by Anthony Vaccarello

Photographed by Juergen Teller

Saint Laurent is pleased to announce the launch of its first Fine Jewelry collection. <https://t.co/qf3KEhawPo#YSL #SaintLaurent #YvesSaintLaurent #SaintLaurentFineJewelry pic.twitter.com/nFJqeiV2ut>

SAINT LAURENT (@YSL) May 4, 2023

Every piece is notably made with recycled gold, complementing Saint Laurent's longstanding tradition of exploring

eco-friendly alternatives to conventional materials ([see story](#)).

To celebrate the fresh addition to the Saint Laurent portfolio, the collection is presented in a 45-second film.

### *Recycled metals glitter against dirt in Saint Laurent's new campaign*

Shot by German photographer Juergen Teller, the visuals are set against a lush garden backdrop. Models wear luxurious designs such as the Oversized Graduated Chain Bracelet in 18K Yellow Gold available to order at \$48,000 as they pose with potted plants, saws, fern-adorned walls and quenching water spigots.

The camera zooms in on the metal jewelry worn by posing figures, their faces often unseen as pans focus in on the gloved hands that don Saint Laurent wear.



*A model drinking from a garden faucet is the only one in the campaign to show her face. Image credit: Saint Laurent*

The purposeful posing additionally nods to the world of drama.

The label's founder himself designed the gowns of Hollywood starlets in the golden age of cinema, moving into costume design throughout the 20th century. He created looks for a wide range of movies, including the 1963 film *Pink Panther* and 1966's *Arabesque*, starring famed Italian actor Sophia Loren.

Since then, Saint Laurent has paid homage in various ways to the founder's passion for movie magic.

For the spring/summer 2023 campaign, the maison tapped independent filmmakers to model the drop ([see story](#)). Saint Laurent has also come out with fragrances titled "Cinema" in the past.

This year, the house introduced Saint Laurent Productions to continue this legacy, formed by creative director Anthony Vaccarello.

### *Saint Laurent's new full-length movie is directed by Pedro Almodvar*

The company is planning to debut its film, *Strange Way of Life*, starring American actors Ethan Hawke and Pedro Pascal at the 76th Cannes Festival, taking place from May 16 to May 27, 2023.