

APPAREL AND ACCESSORIES

# Saint Laurent shines light on lifestyle category for Valentine's Day

February 14, 2024



*From paperweights to classic clutches, the collection's novelties extend beyond the fashion category, enhancing appeal. Image credit: Saint Laurent*

By EMILY IRIS DEGN

As luxury shoppers ready to spend on loved ones, French fashion house Saint Laurent has prepared a collection of potential buys.

The maison's Heart of Gold gift selection is revealed ahead of Valentine's Day, comprised of apparel, accessories and limited-edition items from the ever-popular lifestyle category that were made in collaboration with international brands. Involving other, diverse labels could boost promotional opportunities for the array, which was curated by creative director Anthony Vaccarello; the line is available online and exclusively at Saint Laurent's Rive Droite store in Los Angeles.

## Exclusivity meets collaboration

Limited to Saint Laurent's boutique on Rodeo Drive, outside of online sales, the Heart of Gold collection is underlined by a note of exclusivity.

The location is one of the maison's two Rive Droite concepts. The stores are considered to be cultural hubs and creative shopping destinations by Saint Laurent.

### Heart of Gold

Selection available in Saint Laurent Rive Droite Los Angeles and on <https://t.co/mAWh4Wie3U#SaintLaurentRiveDroite> [#YSL pic.twitter.com/EgQmnlEMBR](https://twitter.com/EgQmnlEMBR)

SAINT LAURENT (@YSL) February 8, 2024

The Beverly Hills shop specifically grants the French brand heightened appeal among affluent crowds thanks to the neighborhood's famous affiliation with luxury.

Often home to performances, exhibitions and other events, it is here that Saint Laurent carries products from disciplines outside of fashion, such as music, photography, literature and art. Now, it also hosts the new gift selection, including some drops that can only be bought on-site, rather than online, like the rest of the offerings.

Among these selective buys is the Rive Droite Editions Purienne photography book. Filled with imagery of Los Angeles and Saint Laurent's summer 2023 collection, it retails for \$110.

The \$750 Heart Pintray in Brass and the \$22,700 Diamond-Embellished Dice in 18-carat Yellow Gold are two more of the many lifestyle creations found only at the Californian stop.

## Heart of Gold

Selection available in Saint Laurent Rive Droite Los Angeles and on

<https://t.co/mAWh4Wie3Uhttps://t.co/PaLsJBK9kJ#SaintLaurentRiveDroite> [#YSL pic.twitter.com/4pDuVz4sWT](https://pic.twitter.com/4pDuVz4sWT)

SAINT LAURENT (@YSL) February 8, 2024

The house collaborated with French pastry chef Francois Daubinet, American headwear brand New Era, Dutch manufacturer Miniot and more on other parts of the collection that will be stocked only on Rodeo Drive rather than on their website. The diverse backgrounds and businesses of each party could lend Saint Laurent an ear with new customer segments.

The move also allows for bolstered marketing opportunities, multiplying the social media channels and websites that the Heart of Gold line will be advertised on.

Last year's Valentine's Day reveal, Heart of Glass, likewise played up these perks.

Products were made with other brands in 2023 as well, including New Era and French crystal maker Baccarat, both of which make an appearance in the 2024 lineup. Lifestyle was also highlighted in the collection, but the maison's Paris store was among the physical spaces that customers could buy from.



*From jewelry to bags, Saint Laurent's Valentine's Day gift guide is truly diverse and perhaps appealing to a wide range of customers. Image credit: YSL*

Though many of the practices remain unchanged from last year's February presentation, it seems that its ultra-limited availability imbues this newest release with elements that align with luxury consumers' demands for exclusivity.

Saint Laurent Rive Droite Los Angeles is located at 469 Rodeo Drive, Beverly Hills, and operates Monday through Saturday from 10 a.m. to 7 p.m. and Sunday from 12 p.m. to 6 p.m.

Customers who cannot make it to the physical retailer can find jewelry ([see story](#)), bags, hats, cups, keychains and apparel at <https://www.ysl.com/en-us/>.

## Vying for Valentine's Day

Following softened sales during December's gift-giving season, many in luxury have been boosting promotional activities during this next major spending occasion, Valentine's Day.

## Heart of Gold

Baccarat heart

Selection available in Saint Laurent Rive Droite Los Angeles and on

<https://t.co/mAWH4Wie3U><https://t.co/PGJNICaxsA>#SaintLaurentRiveDroite #YSL [pic.twitter.com/odlongsQea](https://pic.twitter.com/odlongsQea)

SAINT LAURENT (@YSL) February 9, 2024

Accessory-making maisons, specifically, have been eyeing the holiday's purchasing potential, as Saint Laurent's fashion peers have largely been taking to the Lunar New Year instead ([see story](#)).

While the French house is dipping into lifestyle, Austrian crystal and jewelry designer Swarovski expanded its horizons in its own way. For its romantic campaign, the label debuted men's styles ([see story](#)).

The new approach added even more customers who can lift sales. Unisex options were also included, making the collection unlimited as far as to whom it could be gifted.

Though French jeweler Van Cleef & Arpels stayed away from male adornments, its animated advertisement and centering of heritage spoke to multiple emerging trends ([see story](#)).

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