

APPAREL AND ACCESSORIES

Rugged backdrops uplift luxury finery from Saint Laurent

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The brand's signature styles, menswear-inspired women's looks and fine jewelry are juxtaposed with mineral surfaces. Image credit: Saint Laurent

By EMILY IRIS DEGN

French fashion house Saint Laurent is staging its summer 2024 women's collection against nature's rich backdrop.

Shot by German photographer Juergen Teller, the line's campaign takes place in a marble quarry, where models wearing creative director Anthony Vaccarello's fine jewelry, apparel and accessories are pictured interacting with the patterned stones. By juxtaposing its highly curated luxury and the ruggedness of the earth, Saint Laurent both accentuates its products' artisanry and appeals to affluent shoppers who want something raw yet high-end.

The collection

Deemed a return to brand foundations by the house, the summer collection holds an air of simplicity.



Looks worn by female trailblazers over 100 years ago inform the modern collection. Image credit: Saint Laurent

Daytime looks, looser silhouettes and pragmatic pieces come together to offer practical styles. Inspired by pioneering women luxury peers are increasingly going this route, such as French fashion house Dior ([see story](#)) Mr. Vaccarello brings forth jumpsuits and safari jackets reminiscent of outfits historically donned by the likes of American aviator Amelia Earhart and French test pilot Adrienne Bolland.

Both of these leading ladies were record-setters and trailblazers in their day, with Ms. Bolland becoming the first woman to fly over the Andes in 1921 and Ms. Earhart the first female to fly solo across the Atlantic Ocean in 1932.

Thriving in worlds generally dominated by men, their wardrobes often included items from male fashion.



Loose fits and comfortable accessories bring together classics from male and female closets. Image credit: Saint Laurent

Saint Laurent nods to this with the new collection. Available now [online](#) and in boutiques, the array comprises racing and aviation-inspired fits.

According to the label, this feeds right into standing in-house traditions, having long specialized in turning menswear signatures “lastingly feminine.”

Many other players in the prestige space are also championing masculine-leaning women’s collections. British fashion house Stella McCartney is just the most recent example, infusing its Lady Garden collection with tailoring, suiting concepts and clothing that does not conform to the body ([see story](#)).



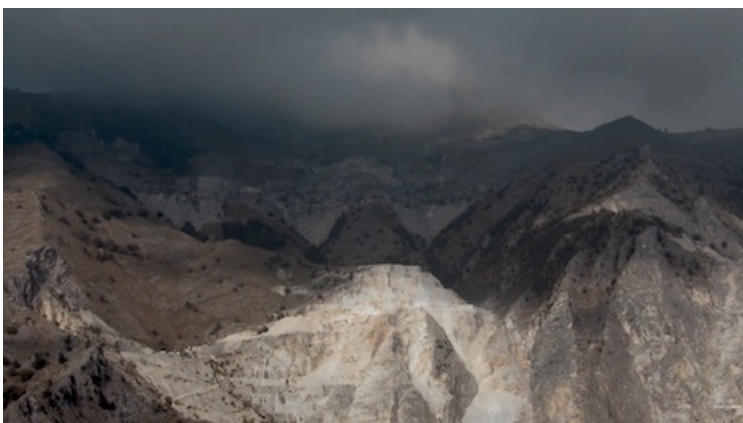
Introduced last year, the house’s fine jewelry has been reimagined for the mineral-themed collection. Image credit: Saint Laurent

Belted waists, linen, utilitarian structures, cotton, leather and earthy colors add to the effect for Saint Laurent’s summer 2024.

The hues are based on raw elements, such as olives, sand and chalk, creating a “natural slant.” Largely leaning toward the mineral, the shades suit the accompanying campaign.

The campaign

Appearing to be filmed at one of the famed marble quarries in Carrara, Italy, the visuals swim with the rocks’ swirling patterns and glittering surfaces.



Scenes of the models in the quarry are cut with shots of the surrounding mountains and deposits. Image credit: Saint Laurent

Models pose against the large slabs, with the stones acting as intricate, yet natural, stages for the Saint Laurent products. They are paired with specific areas that suit their attire; for example, those with grey jumpsuits stand in front of stormy marble, and those with brown dresses linger next to chestnut dapples.

The talents climb on structures, lean against stacks of the rocks and even smudge some of the dust on themselves and their outfits.



In what seems to be performance art, models engage with the minerals and other structures. Image credit: Saint Laurent

Suiting the nature-based narrative, a common practice across sectors in advertising ([see story](#)), the camera is shaky and models pose in real-time. The effect brings a feeling of sincerity to the production, landing somewhere between a live presentation and a traditional digital campaign.

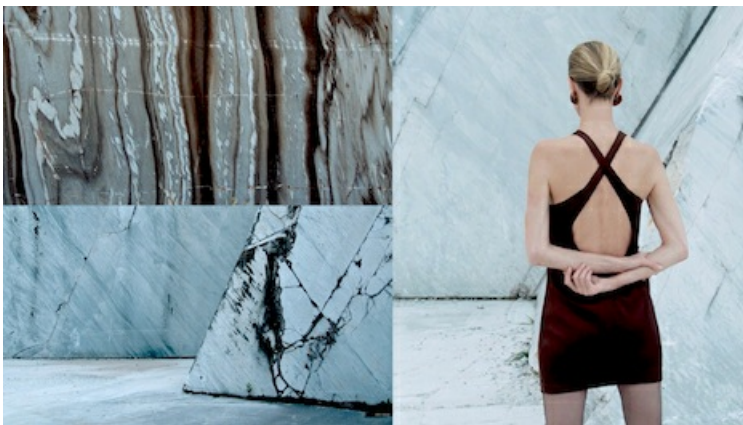
Attempting to reel in younger consumers, who tend to lean toward authenticity-touting brands, Saint Laurent has gone this route before for the reveal of its first-ever fine jewelry collection ([see story](#)).

Since then, many have chosen to take on unsteady camera work and raw performances. Italian fashion house Miu Miu called their play into the trend a “live” release ([see story](#)).

Saint Laurent presents the summer 2024 women’s campaign

Others, such as French fashion house Chanel, are responding to the desire for realness by publishing behind-the-scenes videos alongside their traditionally coordinated campaigns ([see story](#)).

Those wanting a middle ground between rawly authentic and luxury’s longstanding love of curation are landing in a place one could call “seemingly candid.” This includes rehearsed, quick-answer interviews ([see story](#)), runway shows that feature undone looks and showing models transition between poses on camera.



Marble surfaces often take up more space than the models themselves, who engage with the setting passively. Image credit: Saint Laurent

Saint Laurent embraces many of these trends for summer 2024 and, by doing so, manages to complement the natural setting, the comfortable pieces and the personality traits of its customer base all at once.

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