

FASM 215
ATIYA SEWELL



YVES SAINT LAURENT SPRING 2025

*Ready-to-Wear
Womenswear*

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DAYTON PAGE

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YVES SAINT LAURENT

Yves Saint Laurent began his fashion career early, winning a major design competition and joining Christian Dior as an assistant at just 17.

After Dior died in 1957, he was named head of the House of Dior, where he introduced bold new styles, including the beatnik look and shorter skirts.

Drafted into the French army in 1960, Saint Laurent suffered a breakdown and left Dior, but returned stronger by founding his own fashion house in 1962.

He went on to revolutionize women's fashion, popularizing trousers, experimenting with sheer fabrics and global influences, and expanding into ready-to-wear, menswear, and iconic fragrances like Opium—becoming one of the most influential designers of the 20th century.

Powerful - Chic - Timeless



AESTHETICS OF DESIGNER

Under Yves Saint Laurent's direction, the house was defined by elegant simplicity, sharp tailoring, and bold artistic influences. He blended masculine and feminine elements—popularizing tuxedos for women—and drew inspiration from art, global cultures, and street style. His aesthetic was modern, refined, and consistently ahead of its time, reshaping fashion with clean lines, vibrant colors, and a fearless embrace of change.

Women in Suits:

Yves Saint Laurent went on to be the first designer who truly embraced adorning women in “masculine” clothes.





YVES IMPACT ON FASHION AND STYLE



Yves Saint Laurent profoundly transformed the fashion world through his innovative designs and progressive vision. At just 21, he debuted the Trapeze collection at Dior, introducing a fluid silhouette that departed from the era's rigid styles.

In 1966, he launched "Le Smoking," a tuxedo suit for women that challenged gender norms and empowered women with a new sartorial choice.

Saint Laurent also bridged the gap between fashion and art, notably with his 1965 Mondrian collection that brought modernist art to the runway.

Furthermore, he was a pioneer in promoting diversity, featuring models of color like Iman and Katoucha Niane, thus broadening representation in the industry.

His work not only redefined women's fashion but also left an enduring legacy that continues to influence designers today.





BRAND OVERVIEW

The brand Saint Laurent has worked to establish themselves as one of the most iconic fashion powerhouses of the 20th and 21st centuries. Founded in 1961, Saint Laurent started as a Haute Couture House that would go on a journey to change how people and fashion interact, catering to a new market need for high-end clothes produced on a larger and more accessible scale. Having an undoubtedly influential influence inside and outside of fashion, Saint Laurent secured his highly held reputation as a designer and built a brand that is now not only highly recognizable but holds a strong identity that remains relevant today. Currently under the direction of creative director Anthony Vaccarello, he has helped the brand to continue to compete globally and occupy a leading position in the fashion industry and market.



SPRING 2025 MARKET TRENDS

- Coastal Fashion
- Preppy Fashion
- Ladies Who Lunch
- **Bohemian Daydream**
- Elevated Athleisure
- **New Workwear**
- Slim-Cut Pants
- **Excessive Accessorization**
- **Bold Pattern**
- Pastels



SPRING 2025 MARKET TRENDS

Bohemian Daydream:

- 70's-inflected Aesthetic
- Layering
- Sheer Fabrics
- Gold Jewelry
- Blouses
- Gowns and Maxi Skirts
- Detailing Through Beading and Embroidery

New Workwear:

- Menswear-Adjacent
- Easier and Minimalistic
- Clean Lines
- Loose Jackets and Trousers

Excessive Accessorization:

- Hair Bows
- Sneaker Charms
- Layering
 - Bag Charms/Keychains
 - Chains/Necklaces
 - Bracelets

Bold Patterns (Vintage Florals):

- Patterns
- Retro Lean
- Wallpaper-Esque



DESIGN INSPIRATION FOR FASHION SHOW

Anthony Vaccarello was inspired by a 2000 Yves Saint Laurent Interview. Yves was questioned about who his ideal woman was, to which he replied that it was himself.

- *Thee Yves Saint Laurent: Personal Style*
 - *Glasses*
 - *Suits*
 - *Ties*
 - *Aviator Jackets/Trench Coats*

The designer used this as the start or foundation for this collection. But instead of showing something similar to the “flou” (vague) menswear collection he showcased in March, he strived to showcase a collection that was more strict and represented something more “controlling” and “powerful.”

FASHION SHOW ANALYSIS



Theme:

- The theme behind the Spring 2025 Yves Saint Laurent fashion show essentially dealt with men's tailoring that was reinterpreted for the modern Saint Laurent woman today. As the source of inspiration was Yves Saint Laurent himself and the brand he built decades ago, some would consider this to be a heritage show as well. And while this show not only stood to reimagine the modern Saint Laurent woman but it also stood to redefine the somewhat lost concept of power dressing.
- The theme of the collection didn't stop there as we would eventually see a strong transformation into a more brocade and bohemian interpretation of the Saint Laurent woman that we would also soon realize was inspired by one of Yves' muses, Loulou de la Falaise. This part of the show gave nod to the more opulent, playful, and elegant side of the Saint Laurent woman.

Location:

- The location of the show unfolded in the courtyard of the brand's headquarters on Rue de Bellechasse. The runway was set up following the form of a gilded oval canopy, and the floor of the show was decorated with Yves Klein blue.

Styling:

- Thick-Framed Glasses
- Oversized Gold Earrings
- Wide Neck Ties
- Oversized and Chunky Necklaces
- Leather Belts
- Chunky Gold Bangles



FASHION SHOW ANALYSIS



Garments/Silhouettes:

- Menswear-Inspired Silhouettes
 - Bold Shoulders
 - Double Breasted, Boxy, and Oversized Suit Jackets
 - Wide Leg Trousers
 - Slim-Cut Button Down Suits
- Boho Chic Silhouettes
 - Tunics
 - Chiffon Maxi Dresses
 - Brocades
 - Lace Blouses
 - Elevated Two-Toned Miniskirts

Color:

- **Monochrome Neutrals:** Black, Grey, Ivory, Sate, Washed Brown
- **Monochrome Bold Colors:** Burgundy, Olive Green
- **Jewel Tones:** Canary Yellow, Hot Pink, Teal, Emerald Green, Purple, Red, Blue

Fabrics/Prints:

- Cotton
- Nylon
- Chiffon
- Satin
- Lace
- Poplin
- Brocade
- Pinstripes
- Paisley



CONSUMER ANALYSIS

Saint Laurent targets men and women equally. These affluent individuals are usually between the ages of 20-45 year olds which covers Gen Z, Millennials, and Gen X. Saint Laurent's target market is heavily interested in the principles of quality, minimalism, and timeless style and design. While they are fashion-obsessed and fashion-conscious, they also care for products in the beauty, skin, and fragrance market. This group has a high purchasing power with expertise in the luxury fashion market.



CONSUMER SEGMENTATION: DEMOGRAPHICS

- Age: Affluent 20-45 Years Old
- Gender: Men and Women
- Income: Upper Middle to High Class: 100K+
- Education : (Well Educated) High School Diploma, Attending College, or Graduated College with A Bachelor's and/or Master's Degree
- Occupation: Corporate Professionals, Entrepreneurs, Creative Professionals, Celebrities/Social Lites
- Marital Status: Single, Relationship, or Married
- Family Dynamic: 0-2 Children and 0-2 Pets



CONSUMER SEGMENTATION: PSYCHOGRAPHICS AND BUYING BEHAVIOR

Personality:

- Introverted and Extroverted
- Confident
- Rebellious/Edgy
- Sophisticated

Lifestyle:

- Quiet-Luxury
- Minimalist
- Fashion and Art Enthusiast
- Frequent Travelers and Shoppers

Attitude:

- Mature
- Influential
- Exclusive

Values:

- Quality Over Quantity
- Individuality
- Timeless Products
- Legacy and Heritage

Brand Loyal Buyers:

- Invest in products from brands that they hope to make staples in their wardrobe and become extremely loyal to.

Performance Driven Buyers:

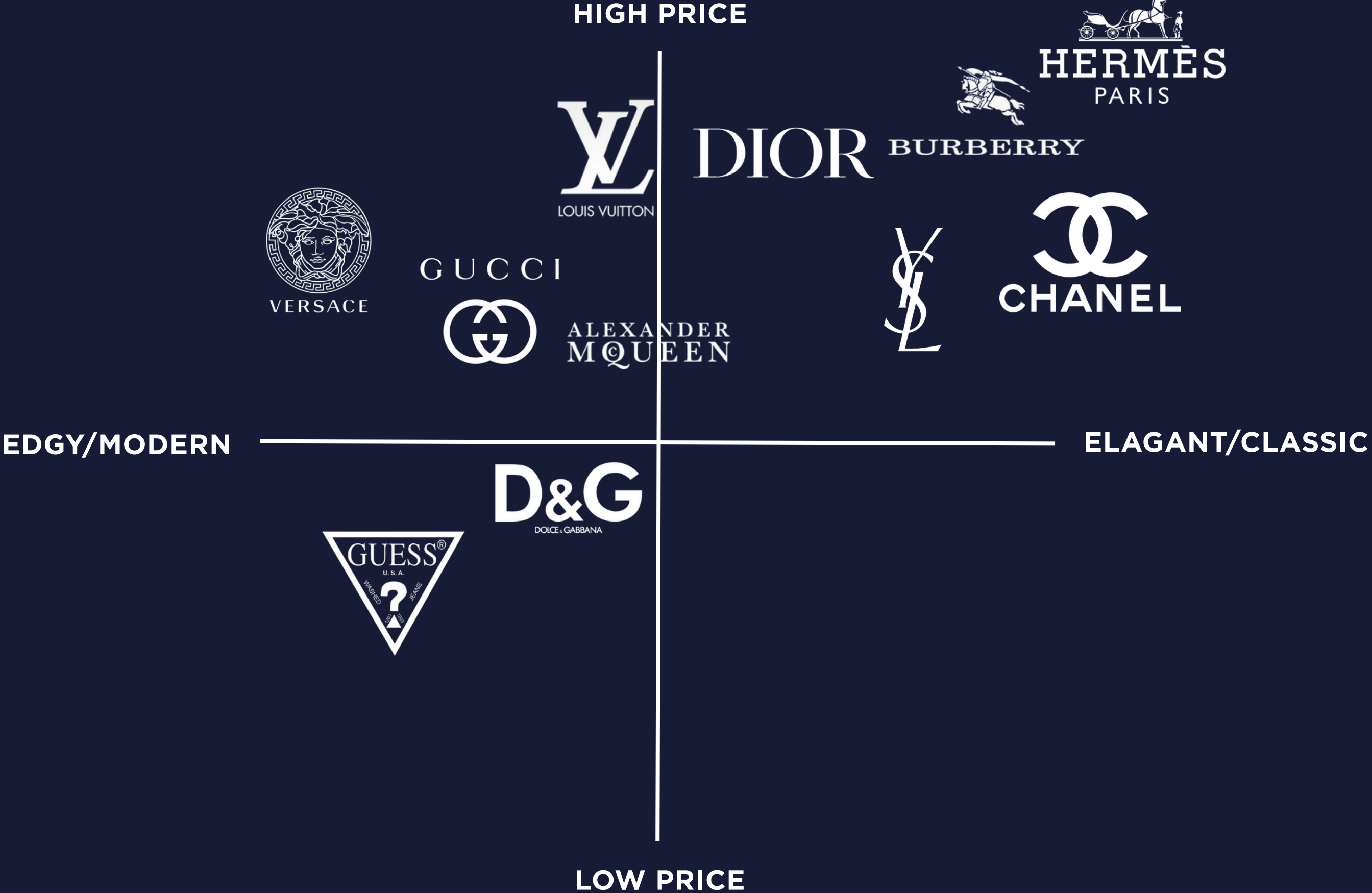
- Not super price conscious/sensitive, but extremely conscious about the quality and prestige they are receiving in turn. They have a desire to enhance their social status, but only if it's in a quiet manner with products that make sense and feel high-end.



CONSUMER SEGMENTATION: GEOGRAPHICS

- Global Presence
 - String Presence in Europe, North America, and Asia.
- Strong Focus on Urban Areas

PERCEPTUAL MAP



MARKETING AND PROMOTION

Yves Saint Laurent's marketing blends luxury with modernity through sleek, artistic visuals and a strong social media presence. The brand uses celebrity campaigns, cultural collaborations (like film and literature), and Gen Z-Z-focused digital strategies to stay relevant and influential. Its promotion style reflects YSL's timeless elegance while embracing bold, contemporary storytelling.

In terms of the marketing and promotion for the Spring 2025 show, very little was done. Saint Laurent's social media team shared imagery from backstage of the show as well as more editorial-based imagery/videos of the same garments, which were shared across all of their social media platforms. The show also caused major media publications to write articles on it, but these were not paid for by the brand. But in terms of anything else marketed or promoted for the show, that was it.



MARKETING ANALYSIS ONLINE AND OFFLINE

Yves Saint Laurent's online and offline marketing strategies complement each other while reflecting the brand's refined yet forward-thinking identity.

Online, YSL embraces a sleek, visually striking approach—leveraging social media, digital campaigns, and influencer partnerships to connect with a younger, global audience. The content is fast-paced, bold, and curated to make a strong impression in the digital space.

Offline, the brand focuses on creating immersive, high-end experiences. From elegant runway shows to thoughtfully designed boutiques and cultural collaborations, YSL's physical presence emphasizes craftsmanship, exclusivity, and storytelling you can experience firsthand.

Together, these strategies allow the house to stay modern and relevant, while honoring its legacy of timeless elegance.

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