

Cultural Value and Design Analysis of Luxury Brands- Taking Yves Saint Laurent as An Example

Chenyu Liang *

Rosedale, Beijing, China

* Corresponding Author Email: 3609545641@qq.com

Abstract. Established in the year 1961, Yves Saint Laurent (YSL) stands as an illustrious and globally renowned French luxury marque. Currently, it operates under the aegis of Kering, a prominent conglomerate within the Gucci Group. YSL distinguishes itself as a luxury label of utmost repute, specializing in an extensive array of offerings encompassing men's and women's ready-to-wear apparel, complemented by an assortment of handbags, footwear, accessories, eyewear, fragrances, and cosmetics. Notably, the founder, Yves Saint Laurent, espoused a radical and avant-garde ethos that distinctly marked the brand's identity. Despite its august heritage, YSL exudes a youthful and vivacious demeanor, setting it apart from venerable counterparts like Chanel, Dior, and Givenchy. YSL has consistently exhibited a penchant for staying attuned to the ever-evolving currents of fashion trends. Incorporating both financial prosperity and a profound aesthetic legacy bequeathed by its visionary founder, Yves Saint Laurent has ascended to the pinnacle of the high-end cosmetics realm, emerging as a preeminent victor in recent years. Within the evolving landscape of information dissemination through the Internet and the prevailing ethos of youth-oriented consumer products, compounded by the maturation of social media, this paper adopts Saint Laurent as an exemplary case study to delve into the domain of social marketing. Through a rigorous analysis and comparative assessment vis-à-vis its competitors, this study endeavors to scrutinize the achievements and lacunae of Saint Laurent, ultimately proffering nuanced insights and reflections pertinent to brand marketing strategies.

Keywords: Luxury fashion brand; Marketing strategies; Brand extension; Make-up empire.

1. Introduction

The eponymous brand was established in 1962 by designer Yves Saint Laurent and his partner, Pierre Bergé. Yves Saint Laurent designs are both avant-garde and classical, and he pioneered the thin and transparent fashion. Mr. Saint Laurent is good at adjusting the flaws of the human body shape, often art, culture and other diversified factors into clothing design, to draw keen and rich inspiration, from the beginning to the end to strive for high-class women's clothing such as a work of art like a perfect Because of its bright colours and bold design, local celebrities scramble to buy, so YSL has the "colour of the creators of" the name of the beautiful. YSL is known as "The Creator of Colour". Simultaneously, within the domain of brand ideology, Yves Saint Laurent, the brand's progenitor, initiated a paradigm shift by challenging the conventions of conservative attire. This transformational departure was manifest in his pioneering "Smoking" design, affording women the opportunity for sartorial emancipation and unbridled self-expression. This scholarly article adopts a methodological framework grounded in comparative analysis to illuminate the cultural significance of Yves Saint Laurent (YSL) and to undertake an exhaustive examination of its design ethos. Subsequently, a comprehensive evaluation is conducted, juxtaposing YSL's makeup line against others within the industry. This evaluation delves into YSL's distinctive makeup design inspirations and developmental trajectories, while also delineating disparities between the cosmetics offered by established brands and those of YSL. Furthermore, the discourse extends to the examination and deliberation of YSL's marketing initiatives and its trajectory of development, offering insightful suggestions in light of the aforementioned analysis.[1]

2. Overview of YSL

2.1. History of Creative

In 1961, upon establishing his eponymous fashion establishment, Yves Saint Laurent orchestrated a groundbreaking departure from conventional women's attire. Underpinned by the structural attributes of men's clothing and the empowering sensations it evoked, his methodology constituted a commemoration of gender fluidity that reverberated as a seismic shift within the fashion milieu. Yves Saint Laurent was originally a house of haute couture, but in 1966 it revolutionized the way fashion and society came together and interacted when it brought high-end couture in much larger quantities than its exclusive collections. Since its inception, Yves Saint Laurent has been influential in the fashion world and beyond. Over the years, the brand's founder Yves Saint Laurent has made a name for himself as one of the most important designers and figures of the 20th century. What set Saint Laurent apart from his peers was his fearlessness in blurring the boundaries between male and female fashion and his celebration of female sensuality. He pioneered the transformation of the yacht jacket from a functional fashion jacket and transformed traditionally masculine items into a new kind of women's garment designed to empower the wearer. It was a revolutionary era for fashion. [2]

2.2. Creation Concept and Timeline

In the field of ready-to-wear, Saint Laurent also shows its unique design concept and creativity, Saint Laurent's ready-to-wear line is known for its simple and classic style, focusing on tailoring and details, whether it is evening wear or daily wear, Saint Laurent can show the elegance and taste of women. The island brand is adept at using high-quality fabrics and stylish tailoring, so that each ready-to-wear fits perfectly on the body and shows off the graceful curves of women. In addition, Saint Laurent's ready-to-wear often uses some striking elements, such as shiny metal pieces, ornate embroidery and Shifu patterns, which make the whole look more eye-catching. In short, Saint Laurent's ready-to-wear line has won the favor of many fashion lovers around the world with its unique design and exquisite craftsmanship.

Saint Laurent (YSL) Beauty Boundless Space goes a step further, transforming the media from traditional "esoteric" art to "approachable" public art, so that the public can understand the public art, so as to stimulate the public's sense of participation and maximize the communication effect.

In 1962, Yves Saint Laurent, in collaboration with Pierre Bergé, established the eponymous brand, Yves Saint Laurent, marking a seminal moment in the fashion industry's annals. The brand's distinctive logos, conceived by the visionary A. M. Cassandre, were unveiled in 1963. The year 1964 witnessed the inaugural foray of Saint Laurent into the realm of makeup collections. Throughout the dynamic decades of the 1960s and 1970s, YSL played a pioneering role in propelling several iconic fashion trends into the mainstream. Notably, the brand popularized the beatnik aesthetic, safari jackets, form-fitting trousers, and thigh-high boots. In 1966, YSL boldly ventured into the domain of ready-to-wear fashion with the introduction of Rive Gauche, heralding a transformative moment as it helped popularize this concept. In the same year, the distinguished designer Yves Saint Laurent inaugurated his inaugural ready-to-wear boutique on the left bank of the Seine in Paris, christened "Yves Saint Laurent Rive Gauche." By 1976, Saint Laurent had ascended to its zenith with the debut of a series of Cossack-inspired fashion collections imbued with an international essence. In 1996, Eddie Sleeman assumed a pivotal role within the Saint Laurent brand, prompting the rebranding of Saint Laurent Paris (SLP) to "Saint Laurent Paris (SLP)." In 2000, Kering's GUCCI conglomerate completed the acquisition of Saint Laurent Rive Gauche and Saint Laurent Beauté. On July 2, 2008, L'Oréal assumed control of Saint Laurent Beauty, subsequently integrating it into the premium cosmetics division of the Group [3].

2.3. YSL Creation Concept

The Yves Saint Laurent brand is underpinned by a visionary creative ethos, one that transcends the conventional notion of fashion as a mere vehicle for enhancing women's physical allure. Instead, it espouses a profound commitment to nurturing their spirits and fostering unwavering self-assurance.

Within the realm of Saint Laurent's design philosophy, an unwavering pursuit of haute couture perfection unfolds, infusing fashion with an unadulterated essence of artistry. Saint Laurent articulated this sentiment eloquently, asserting, "Each art form possesses its own unique mode of expression. My art finds its voice through garments, aspiring to bestow upon fashion an ambiance replete with poetic resonance."

In the realm of design, Saint Laurent masterfully orchestrates a synthesis of multifarious elements, ranging from the realms of art to culture, meticulously extracting profound and nuanced inspiration. Of particular note is Saint Laurent's mastery in the incorporation of pictorial hues within the fabric of clothing—an artistic endeavor unparalleled in its contemporaneous milieu.

Saint Laurent's sartorial oeuvre is notably devoid of rigid geometries and intricate tailoring, opting instead for materials of consummate refinement and lines that exude a palpable warmth. Within the tapestry of Saint Laurent's fashion narrative, one discerns the consummate fusion of fashion and tradition, artistry and artisanal craftsmanship [4].

3. The Product Strategy of YSL

3.1. YSL Makeup Line

Saint Laurent's makeup is acclaimed for its wide variety of products and high-quality formulas. Whether it's lipstick, eyeshadow or foundation, Saint Laurent is known for its color richness and durability. One of the brand's classic products is Saint Laurent lipstick, especially its signature red collection. These plump colors give people a sense of confidence and elegance. In addition, Saint Laurent's makeup focuses on providing flawless skin results, and its delicate foundation and quick blemishes products can help eliminate skin imperfections and leave the complexion looking more even and brighter. In short, the products of the Saint Laurent makeup line can not only meet different makeup needs, but also show women's confidence and beauty.

The Maison, right from its inception, exhibited a pioneering spirit that has become deeply enmeshed within its very genetic fabric. This ethos of revolution remains an elemental cornerstone shaping the brand's character. Saint Laurent has firmly solidified its stature as a preeminent fashion establishment, a distinction underscored by its markedly unique identity and resolute set of defining principles that persist through the vicissitudes of time. These principles have been meticulously identified, curated, and adeptly preserved, ensuring their continued resonance. In the global echelons of haute couture, Saint Laurent navigates a competitive terrain alongside the most exclusive and prestigious luxury brands, standing as a resolute contender within a formidable market domain [5].

3.2. Makeup Products of YSL

Beyond the remarkable feats etched in the realm of apparel, Yves Saint Laurent extended his creative purview into an array of domains, spanning the domains of fragrances, cosmetics, and more. Notably, the illustrious Saint Laurent Opium, also known as YSL Opium, emerged as a defining milestone in this venture. This olfactory masterpiece made its debut in 1977, an outcome of Yves Saint Laurent's profound encounter with Chinese culture during a sojourn to China. The resonances of this cultural immersion stirred his artistic sensibilities, channeling his inspiration through the prism of snuff bottle aesthetics. The genesis of YSL Opium encapsulates the essence of darkly beguiling fragrances, infusing them with an opulence steeped in the enigmatic allure of the Orient. This creation marked a pioneering departure from the traditional nomenclature conventions governing perfumery, causing reverberations that resonated across the global olfactory landscape, thereby culminating in a sensation of international renown. Saint Laurent's main perfumes are: RiveGauche1971, Opium1977,

Paris1983, Champagne1993 men's perfumes are: YSLPourHomme1971, Kouros (1981), Jazz1988, Opium Male Perfumes. Its make-up is still quite popular, lipsticks have Rouge pur couture the slim, Square Volupté, Rouge Volupté, as well as foundation, feather air cushion and so on.

3.3. Differences Between YSL Lipstick and Dior Lipstick

3.3.1. Texture and Mouthfeel

Dior Lipsticks: Renowned for their soft, smooth, and opulent texture, Dior lipsticks are celebrated for their luxurious comfort. Crafted from premium materials, they offer a superior moisturizing effect that imparts instant fullness to the lips.

Saint Laurent Lipsticks: In contrast, Saint Laurent lipsticks prioritize taste and color richness. Utilizing an innovative formula, these lipsticks exhibit heightened color saturation and distinctive hues. Their application delivers a relaxed, velvety smoothness without causing irritation to the delicate skin of the lips.

3.3.2. Color and Smudge Effect

Dior Lipsticks: Dior lipsticks are synonymous with natural colors and a high-definition appearance. Their color shades are elegantly subdued, resulting in a naturally captivating look upon application. The lipsticks glide smoothly, effortlessly creating impeccable lip makeup.

Saint Laurent Lipsticks: Saint Laurent lipsticks distinguish themselves through vibrant, resolute, and stylish colors. They offer an intense glide effect that lends lips a striking three-dimensional allure, elevating their visual impact.

3.3.3. Lipstick Design

Dior Lipsticks: The design of Dior lipsticks resembles a water droplet, facilitating seamless application across the entirety of the lips. Their fashionable appearance harmoniously complements their exceptional texture, making them a favorite among celebrities and aficionados of fashion.

Saint Laurent Lipsticks: Conversely, Saint Laurent lipsticks exhibit a classic square design that exudes simplicity and a relaxed aura. This design choice avoids overemphasizing the texture of the lipstick, resulting in an understated yet sophisticated aesthetic.

In summary, Dior Lipsticks Embodying a soft, plump, and luxuriously comfortable sensation, with Saint Laurent Lipsticks Radiating with vivid, stylish hues and a captivating three-dimensional effect.

4. Marketing Strategy of YSL

4.1. Network Marketing

Saint Laurent conscientiously tailors its approaches to align with the nuances of the Chinese market. The brand strategically collaborates with high-profile beauty bloggers renowned for their substantial follower base, engaging them in the process of experimenting with Saint Laurent lipsticks and producing succinct video vignettes for dissemination. Concurrently, Saint Laurent embarks on a narrative expedition, generating and disseminating visually compelling content complemented by photography capturing the myriad shades of their lipstick offerings, thereby offering aficionados an immersive glimpse into their products. This content is further enriched by the brand's subjective insights and appraisals, fostering an environment conducive to active fan engagement, discussions, and interactions.

In a serendipitous cascade, fans, propelled by genuine enthusiasm, propagate the brand's content organically, setting into motion a collective momentum that thrusts Saint Laurent lipsticks into the limelight of Weibo's trending discussions.

4.2. Hunger Marketing

At the beginning of the YSL Star Lipstick bombing detonation of the circle of friends. The voice of "out of stock" and "difficult to buy" has further made many consumers eager to buy. Regardless of

the authenticity of the news, people are desperate to know about YSL Star Lipstick at a time when all kinds of marketing posts are constantly being heard, and perhaps not yet clearly, the news of the out-of-stock is a shock to anyone. As the so-called "scarce is expensive", hunger marketing is successful in grabbing the attention of most people, and it must also attract the attention of more consumers.

4.3. Precision Marketing

Lipstick is a cosmetic product that can be said to be indispensable when wearing makeup, and makeup without lipstick always makes people feel that something is missing. However, major makeup brands have lipsticks, and it is the dream of every makeup brand to get a piece of the supermarket, or even gain a foothold, and then seek a larger market share. YSL's launch of the new Star collection before Christmas is undoubtedly aimed at this big market. Brainwashing online marketing, the time budget is just before the release of the YSL Star series. The warm-up of this circle of friends can be understood as opening the most accurate channel in the market, and the user age of WeChat and the user age of the brand can achieve a high degree of consistency. From this, we see the timeliness of news hotspots and the importance of promotion time. Grasp the hot news and add the blind phenomenon that netizens like to follow the trend, and the star series became popular at night.

4.4. Emotional Marketing

YSL is really good at emotional marketing, in October 2016, a bombardment of retweets, in just half an hour, 80% of the posts in the circle of friends are this "The one who bought you YSL star lipstick is a good boyfriend" brainwashing copywriting.

The marketing methods of YSL perfume are mainly divided into four stages: the release stage, the expansion stage, the decline stage and the death stage. In the release stage, YSL perfume will attract the attention of consumers and arouse the interest of the market through a large number of publicity and promotion activities. At the same time, YSL perfume will also use social media and other online channels to promote products to increase exposure and increase sales. In the expansion stage, YSL perfume will increase investment, launch more new products, and expand its market share. At the same time, YSL perfume will also attract more consumers to buy products through discounts, giveaways and other promotions. In the recession phase, YSL perfumes will reduce the input and adjust the product structure to respond to market changes. At the same time, YSL perfume will also increase discount activities to increase product sales and maintain market share. In the demise phase, YSL perfumes will stop investing in other products and gradually withdraw from the market. The marketing strategy of YSL perfume mainly adopts the three-dimensional strategy of "price-promotion-geographical location" to meet the different needs of consumers. First of all, YSL perfume will attract consumers through pricing, provide consumers with reasonable prices, and enhance consumers' desire to buy. Secondly, YSL perfume will often launch various promotions, such as discounts, giveaways, etc., to attract consumers to buy products. Finally, YSL perfume will open stores throughout the country to make it easier for consumers to buy products and increase their market share [6].

5. Differences: YSL and Dior

Saint Laurent's product features are even more diverse. Saint Laurent's products include fashion, beauty and skincare, perfumes, jewelry and watches. Saint Laurent's fashion design pays more attention to the feeling of elegance and confidence of women, and the colors are more coordinated, suitable for women of different ages and identities. Saint Laurent's perfume masterpieces include "Opium" and "Black Opium", which are loved by female friends.

By contrast, Dior's products are characterized by haute couture and luxury fragrances. Dior's fashion designs are sleek and bold, which amazes people. The extensive use of fresh and bright colors gives Dior products a unique presence in the fashion circle. Dior's perfumes are even more famous,

with masterpieces such as "J'adore" and "Miss Dior", which are known as classics in the perfume industry.

5.1. Target Customer Group

Due to the difference in product characteristics and market positioning, the target markets of Dior and Saint Laurent are also different. Dior is mainly aimed at consumers with high fashion and luxury taste, such as wealthy, high-end and high-grade people. Dior's market coverage is extensive, Dior has stores in many countries around the world, and the prices of its products are also high, suitable for the needs of high-end consumers. The brand positioning of Saint Laurent is more people-friendly, targeting fashionable, confident, independent professional women and young people with fashion taste. Saint Laurent's market coverage is small, and there may be specialty stores in some countries, but it is not as global as Dior. The price of Saint Laurent's products is relatively close to the people than Dior, and it is suitable for a wide range of consumer groups [7].

5.2. The Design of Perfumes

In the design and production of perfumes, both Dior and Saint Laurent have devoted a lot of effort and research. Dior's perfumes are famous for their rich and elegant notes, including "Miss Dior" and "Water of Redemption". These fragrances exude charming floral and fruity notes that often touch people's heartstrings. Saint Laurent's perfume is bolder and avant-garde, full of mysterious and sexy elements in design. Saint Laurent's "Black Lan Sceptre" and "Red Lip" perfumes can make people feel a strong personality and unique charm.

In addition to the different styles of perfumed notes, the perfumes of Dior and Saint Laurent also differ in packaging and marketing. Dior's perfume bottles often have a simple and classic design, such as the square body of "Miss Dior" and the blue drop bottle of "Water of Redemption". These bottle designs reflect the nobility and elegance of the Dior brand, as well as the unique charm of the perfume itself. Saint Laurent's perfume bottles are bolder and more luxurious, often using metal materials and ornate decorations, such as the red painted bottle body of the "red lip" and the metal cap of the "black lan scepter". These designs not only highlight the fashion and personality of the Saint Laurent brand, but also attract the attention and interest of consumers.

The perfumes of Dior and Saint Laurent also differ in market sales and word of mouth. Dior's perfumes are popular for their classic and stable image, which has maintained high sales and

brand awareness. Saint Laurent's perfume is more fashionable and trendier, attracting more young consumers. Although both brands have their own unique consumer groups and market positioning, they are constantly striving to innovate and strive for excellence in order to maintain their leading position in the fragrance field.

Although the fragrances of Dior and Saint Laurent differ in style and positioning, they possess great competence and genius in design, production and marketing. Whether they prefer Dior's classic taste and elegance, or they love Saint Laurent's personality and avant-garde charm, consumers can find the style and style that suits them in the fragrance collections of these two brands, thus expressing their own unique charm and personality.

YSL Style: Avant-garde and classical, bold and fearless fashion style, this mesmerizing YSL culture, embodied in the couture of the fashion, depicting the unique elegance and personality of YSL Saint Laurent.[8]

6. Key Marketing Events Analysis of YSL

Since 1957, Yves' tulip lines, flared trousers, sailor suits, knight-errant costumes, stockings, hippie outfits and unisex outfits are still the main source of inspiration for many popular designers. In 1965, influenced by the works of the Dutch style painter Peter Mondrian, Yves launched the classic "Mondrian skirt". In the process of gradually understanding the brand of Saint Laurent and Mr. Saint

Laurent, the "Mondrian skirt" is the most favorable among all the designs of Mr. Saint Laurent in his life.

The pricing spectrum spans from \$30 to \$31,240 for ready-to-wear items, and from \$1,760 to \$7,810 for bags within Saint Laurent's product portfolio. Saint Laurent strategically employs a pricing framework aimed at resonating with a younger demographic, chiefly through its bag offerings. A cursory examination of the brand's official website reveals that the most economical bag is priced at approximately \$1,700, signifying an accessible point of entry into the brand's universe.

The introduction of new brand ambassadors, such as Rosé from the internationally acclaimed K-pop group Blackpink, has infused Saint Laurent with a heightened allure among millennials. Notably, Rosé boasts a colossal fan following, positioning her as a potent conduit for the brand's rejuvenated appeal [9]. Furthermore, in comparison to competitors like Dior, Chanel, or Louis Vuitton, Saint Laurent emerges as a more budget-friendly option.

Rosé's close association with YSL is vividly exemplified by her frequent adornment of the brand's complete range of attire across diverse occasions. This stands in stark contrast to the traditional role of celebrity brand ambassadors in luxury, whose contributions primarily manifest in visual modeling exhibitions. Rosé's emergence as a global idol spokesperson transcends this paradigm, actively driving product sales—an irresistible proposition for contemporary brands [9].

Fashion Business Express reports that Yves Saint Laurent achieved a remarkable year-end revenue upsurge of 44.5%, reaching an all-time high of 2.521 billion euros. This remarkable ascent is complemented by a 28.3% surge in operating profits, totaling 715 million euros. Remarkably, YSL's remarkable revenue escalation of 44.5% outpaced both Gucci's 30.8% and Bottega Veneta's 24.2%, thereby cementing its position as the Kering Group's highest-growth independent brand division. Additionally, within the Kering Group, Balenciaga's various brand segments recorded a 43% revenue uptick during the same period, marginally trailing behind YSL's impressive growth [10].

7. Conclusion

From the perspective of market development trends, the development of Saint Laurent's clothing industry is still strong. According to relevant data, the brand value of Saint Laurent has exceeded 10 billion US dollars, ranking at the forefront of the global high-end brand ranking. With the rise of emerging markets and the improvement of consumer consumption levels, Saint Laurent's global market share is also expected to expand. In short, as a high-end fashion brand originating from France, Saint Laurent's clothing industry has been able to maintain its unique quality and style while constantly evolving and innovating. In the future, Saint Laurent is expected to continue to carry forward the spirit of innovation and bring more excellent clothing design and manufacturing technology to the global fashion market in a more diversified, fashionable and intelligent way.

Authors Contribution

All the authors contributed equally, and their names were listed in alphabetical order.

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