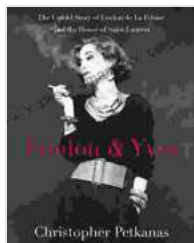


The Untold Story of Loulou de la Falaise and the House of Saint Laurent



Loulou de la Falaise was a French fashion designer and muse who played a pivotal role in the success of the House of Saint Laurent. As the creative director of the label's jewelry line, she revolutionized the way women

accessorized, creating bold and innovative designs that became synonymous with the Saint Laurent brand. This article will explore the untold story of Loulou de la Falaise, her rise to prominence, and her lasting legacy in the fashion world.



Loulou & Yves: The Untold Story of Loulou de La Falaise and the House of Saint Laurent (ST. MARTIN'S

PR) by Christopher Petkanas

★★★★☆ 4.2 out of 5

Language : English
File size : 102330 KB
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Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 513 pages



Early Life and Influences

Louise Vava Lucia Henriette de la Falaise d'Harcourt was born on May 4, 1947, in Paris, France. Her father, Alain de la Falaise, was a French aristocrat and diplomat, while her mother, Maxime de la Falaise, was an English socialite and model. Loulou grew up in a bohemian and artistic environment, which greatly influenced her later career.

She attended the École des Beaux-Arts in Paris, where she studied painting and sculpture. However, her true passion lay in fashion and jewelry design. She began creating her own pieces using unconventional materials such as seashells, stones, and ethnic trinkets.

Meeting Yves Saint Laurent

In 1968, Loulou encountered Yves Saint Laurent at a party hosted by their mutual friend, the photographer Cecil Beaton. Saint Laurent was immediately impressed by her style and creativity, and asked her to design jewelry for his next collection. This collaboration marked the beginning of a long and fruitful partnership.

Creative Director of Yves Saint Laurent Jewelry

As the creative director of Saint Laurent's jewelry line, Loulou de la Falaise played a crucial role in shaping the brand's aesthetic. Her designs were characterized by their bold, eclectic, and often whimsical nature. She drew inspiration from various cultures and historical periods, creating pieces that were both contemporary and timeless.

Loulou's jewelry quickly became a signature element of the Saint Laurent look. Her designs were worn by some of the most famous women in the world, including Catherine Deneuve, Bianca Jagger, and Paloma Picasso. They were also featured in countless fashion magazines and on the covers of *Vogue* and *Harper's Bazaar*.

Personal Style and Influence

Beyond her work for Saint Laurent, Loulou de la Falaise was also known for her own unique and eccentric style. She mixed high and low fashion, incorporating vintage pieces with modern designs. Her signature look included oversized necklaces, colorful scarves, and bold makeup.

Loulou's personal style had a profound influence on the fashion world. Her eclectic approach to dressing inspired a new generation of designers and

fashion enthusiasts. She was a true style icon whose style continues to be emulated and admired today.

Legacy and Impact

Loulou de la Falaise worked with Yves Saint Laurent for over 30 years, creating countless iconic jewelry pieces and contributing significantly to the success of the House of Saint Laurent. Her collaboration with Saint Laurent is considered one of the most successful designer partnerships in fashion history.

Loulou's designs had a lasting impact on the way women accessorized. She popularized the use of ethnic and vintage jewelry, and her bold and eclectic style helped to redefine the role of jewelry in fashion. She is credited with elevating jewelry from a mere accessory to a statement piece that could transform an outfit.

Today, Loulou de la Falaise's designs are highly sought after by collectors and fashion enthusiasts alike. Her work can be found in museums and galleries around the world, and her legacy continues to inspire contemporary designers.

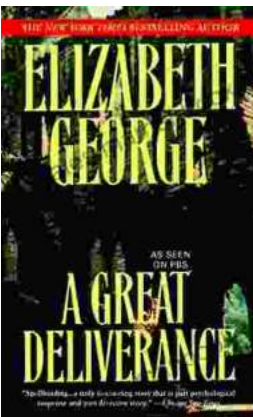
Loulou de la Falaise was a true visionary in the fashion world. Her bold and eclectic designs revolutionized the way women accessorized and left an enduring legacy in the House of Saint Laurent. Through her incredible talent and unique style, Loulou de la Falaise became one of the most influential fashion designers of the 20th century. Her work continues to inspire and delight fashion enthusiasts to this day.



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