

YSL



Innovating a legacy from Monsieur Saint Laurent, Tom Ford and Stefano Pilati. We believe in the YSL story – the heritage of parisien couture, the founding leadership of Yves Saint Laurent and the new genius of Stefano Pilati. There is a new story that is emerging. We would like to tell this story, and what this means to the heart of YSL. GIRVIN partnered with the leadership team at Yves Saint Laurent | NYC to explore strategic evolutions for the store design language on 57th | 5th, as well as expand the thinking to other locations in the US.



HARMONY BALANCE