

2014

## Saint Laurent

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The views expressed in this paper are solely those of the author.

CALLI STAVOLA

SENIOR INTEGRATIVE PROJECT:  
INTERNSHIP

ARCHITECTURAL STUDIES  
CONNECTICUT COLLEGE  
2014



CONNECTICUT  
COLLEGE

The logo for Saint Laurent Paris, featuring the brand name in a bold, white, sans-serif font on a black rectangular background. The word "SAINT LAURENT" is on the top line, and "PARIS" is centered below it on a second line.

**SAINT LAURENT**  
**PARIS**

**Calli Stavola**

**2013 Summer Internship**

**Store Planning and Creative Services Intern**



- More commonly known as Yves Saint Laurent
- Luxury ready-to-wear brand with Design Headquarters in Paris and Corporate Headquarters in New York
- 3 EAST 57TH STREET



# Tasks

- Brainstormed possible solutions for re-branding store front ideas with Paris headquarters
- Assisted with Market Week, was head intern in charge of overseeing layout placements
- Designed a lounge for the executive floor
- Helped assist with opening of 83 Greene Street Store in Soho
- Did a lot of expenses, since everyone was constantly on business trips



# SAINT LAURENT

## PARIS

- More commonly known as Yves Saint Laurent
- Luxury ready-to-wear brand with Design Headquarters in Paris and Corporate Headquarters in New York
- Last year they underwent a drastic name change dropping the “Yves”
- Large focus was therefore on re-branding the company



# LOGO CHANGE

Before



YVES SAINT LAURENT

After



SAINT LAURENT  
PARIS



# Before



# After



# 3 East 57<sup>TH</sup> Street



# Work Environment

- Contrary to belief not everyone in fashion is scary and mean
- Daily Inspirational Meetings led by President
- Due to re-branding and modern trends the dress code was very important to reflect the new grunge couture for the streets campaign
- Both Senior Directors of Store Planning and Creative Services were usually on business trips so I reported to Tristan who was the Project Specialist for Store Planning



# Executive Lounge



- Designed a lounge for the executive floor
- 1. Sketched potential plans
- 2. Designed layouts
- 3. Looked for pieces for lounge on the internet and in vintage furniture stores in downtown NYC
- 4. Oversaw delivery statuses

# Saint Laurent Store Exteriors



# Saint Laurent Store Exteriors





# Inspiration Board for Lounge



# Coursework/Study Abroad



# Overall Accomplishments

- Going in I did not expect to do more than go on Starbucks runs and copy things all day long
- I was very lucky to be able to do so many hands on projects
- I now feel I can succeed in a Creative Services or Store Planning position
- The best moment was going into the Presidents Office to show him my design sketches and him responding “Yes, this is exactly the vibe I was looking for.” And then going back to my desk where my bosses had a bottle of champagne waiting for me!



MICHAEL KORS



# Michael Kors





# Learned from Conn

- Shows how great and versatile this major is
- Web design
- InDesign is so important in any field
- Attention to detail
- Use connections

- If you are interested in an internship with Saint Laurent or Michael Kors email me at

**CSTAVOLA@CONNCOLL.EDU**

