



Architecture, Design, Installations

## Es Devlin creates an eerie environment in the middle of the Moroccan desert, staging a sustainable and carbon-neutral fashion show for Saint Laurent's SS2023 Menswear Collection

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### Agafay Desert, Marrakesh, Morocco



Es Devlin designs a sustainable installation consisting of an aetherial yet monolithic and metal, illuminating “halo” and a water pond in the middle of the Agafay Desert, near Marrakesh, for Saint Laurent's Spring Summer 2023 Menswear fashion show, drawing its inspiration from Paul Bowles' novel, *The Sheltering Sky*.



Saint Laurent's creative director Anthony Vaccarello was seeking to pay homage to the significance of Marrakech as a location for the company's founder Yves Saint Laurent, who used to often visit Morocco to find respite from Parisian everyday life.

Devlin's "otherworldly portal" was actually a mirror-clad colonnade that surrounded rows of dusty red, stone-like stools crafted by local artisans, as well as a circular oasis-cum-pond at the center of the show space.



Moon-like mountains backdropped the tilting gateway, which hovered above a reflecting pool, emitting a low glow that amplified the mysticism of the setting.

The fashion house characterized the production as carbon neutral by stating: “The event’s carbon footprint is calculated and all greenhouse gas emissions are offset through verified REDD+ projects, which not only conserve critical forests and biodiversity but also support the livelihoods of local communities.”



The French fashion house explains that it has employed a number of steps to reduce the show’s environmental impact and achieve carbon neutrality.



In the run-up to the show, environmental experts conducted a series of studies to protect the site's biodiversity, while also donating materials and equipment used in the show to local organizations.

Non-potable water was used within the circular pond. After the event, this is set to be reused in agricultural projects around Agafay, including for irrigation purposes on olive tree farms.





“The carbon footprint of the event is calculated and all greenhouse gas emissions are offset through verified REDD+ projects which not only conserve critical forests and biodiversity but also support the livelihoods of local communities,” says the brand.

“In addition, we will support locally the high atlas foundation fruit tree planting program benefiting Moroccan families’ livelihoods.”



Project: Saint Laurent SS 2023 Menswear Fashion Show

Designer: Es Devlin

Creative Director: Anthony Vaccarello

Client: Groupe Yves Saint Laurent SAS

Photographers: Groupe Yves Saint Laurent SAS