Marrakech, 21 January 2025

**Press Release**

**From January 31, 2025, through January 4, 2026, the Musée Yves Saint Laurent Marrakech invites you to experience *Yves Saint Laurent: The Hamish Bowles Collection*, fifty-five odes to elegance, brought to life through an outstanding loan that will enthral visitors.**

From January 31, 2025, through January 4, 2026, the **Musée Yves Saint Laurent Marrakech** (mYSLm) unveils a new dimension of the master couturier’s work through an extraordinary collection on loan from **Hamish Bowles**, an unparalleled collector and renowned fashion historian. The museum has offered Bowles *carte blanche* in preparing the exhibition, which offers viewers an exclusive opportunity to explore, for the first time, a collector’s perspective on Yves Saint Laurent’s pieces. The 55 vintage garments displayed are not from institutional archives, but directly from Hamish Bowles’ private collection. Bowles, a distinguished graduate of the prestigious Central Saint Martins in London, has an exceptional eye and an encyclopedic knowledge of fashion history and garment construction, making his insights invaluable. His unwavering obsession with clothing has defined his career as a fashion editor, journalist, historian and exhibition curator.

**An Immersive and Baroque Scenography**

Through a scenography designed by Anglo-Irish opera director **Patrick Kinmonth**, the exhibition invites visitors into an immersive experience, blending three iconic periods of **Yves Saint Laurent’s** creations: his early years at **Christian Dior** (1958–1960), the **House of Yves Saint Laurent** (1961–2002) and the evolution of **SAINT LAURENT *rive gauche***. By offering a personal perspective on **Yves Saint Laurent’s** genius, this masterful exhibition, richly documented by a behind-the-scenes film directed by **David Boatman** and accompanied by a catalogue in French and English, celebrates the timeless modernity of the couturier’s works while inviting Moroccan and international visitors to delve into a unique heritage, captured through the passionate gaze of a world-renowned collector.

**A Living Collection**

The **Hamish Bowles** **Collection** is not just a reflection of the couturier’s legacy; it embodies a seamless continuity between everyday wear and exceptional runway creations. Each piece tells a story, each silhouette evokes an emotion, all paying tribute to Yves Saint Laurent’s timeless genius. This exhibition goes beyond a mere retrospective, offering an immersive and stimulating experience, inviting viewers to understand and celebrate the couturier’s lasting influence. From the cocktail dress of the 1957 Autumn–Winter collection (Dior era) to the blue SAINT LAURENT *rive gauche* jumpsuit worn by **Betty Catroux**, 55 models, accompanied by sketches, workshop notes and illustrations from the museum’s collection, reveal the unique fusion of the creator’s life and work. Garments worn by iconic figures such as **Nan Kempner** and **Lily Safra** blend with those worn by anonymous women. Lastly, a 1969 patchwork ensemble evokes the influence of Marrakech on his creations, highlighting the special aura of Yves Saint Laurent, who continues to inspire women across the world.

**Be dazzled as you embark on this magnificent journey made possible by the passion and dedication of a globally recognized collector, renowned for his expertise and keen eye for fashion.**

**Plan your visit:**
Exhibition: Yves Saint Laurent: **The Hamish Bowles Collection**
Dates: January 31, 2025 – January 4, 2026
Location: Musée Yves Saint Laurent Marrakech, Jardin Majorelle, Marrakech

Hours: Every day except Wednesday, from 10:00 a.m. to 6:00 p.m. The last entry is at 5.30 p.m.
Website: www.museeyslmarrakech.com

Tickets: www.tickets.jardinmajorelle.com

**About the Musée Yves Saint Laurent Marrakech**
Nestled in the heart of Marrakech and founded in 2017, a stone’s throw from the Jardin Majorelle, this museum is a vibrant cultural center dedicated to preserving and highlighting the couturier’s heritage. It houses a main exhibition hall, a temporary exhibition hall, a photography gallery, an auditorium, a reference library, a bookstore, a café-restaurant, and an underground conservation area that ensures optimal preservation conditions for the collections. The museum thus strengthens its role as a major cultural crossroads, linking Morocco with the rest of the world.

**About the Fondation Jardin Majorelle**
The Fondation Jardin Majorelle is a unique cultural institution in Morocco, dedicated to botany, Berber (Amazigh) culture, fashion, the decorative arts and contemporary artistic creations. It includes the Jardin Majorelle, the Pierre Bergé Museum of Berber Arts, and the Musée Yves Saint Laurent Marrakech. The Foundation supports cultural, educational and social programs and initiatives throughout the Kingdom.