

## PRESS RELEASE

Marrakech, January \_\_, 2025

### **YVES SAINT LAURENT ONSTAGE THE OUTSTANDING SECOND ACT OF THIS EXHIBITION WILL OPEN AT THE mYSLm ON JANUARY 31, 2026**

The Musée Yves Saint Laurent Marrakech (mYSLm) is pleased to announce the opening of its new exhibition, *Yves Saint Laurent Onstage*, dedicated to costumes and sets from theater, music-hall, and ballet.

From January 31, 2026, to January 5, 2027, the mYSLm invites the public to explore a lesser-known yet significant facet of Yves Saint Laurent's creative genius: his lifelong passion for the performing arts, which began when he experienced his first aesthetic revelation at the age of 13 in Oran, Algeria. The exhibition is co-curated by couturier Stephan Janson and Domitille Éblé, Head of Collections at the Musée Yves Saint Laurent Paris.

#### **THE EXHIBITION'S LARGER AND NEVER-BEFORE-SEEN SECOND ACT**

Conceived as a natural extension of its first presentation at the Nicola Del Roscio Foundation in Rome in 2024, the exhibition at the mYSLm can be seen as its "Act II." While the essence of the exhibition seen in Rome remains, the Marrakech exhibition will be mounted with an even more ambitious vision and enriched with previously unseen pieces. Thanks to the collections and archives of the Pierre Bergé-Yves Saint Laurent Foundation in Paris, as well as exceptional international loans, the exhibition provides an in-depth look at the continuous dialogue between the couturier and the performing arts.

#### **BEYOND HAUTE COUTURE: CLOTHING'S ONSTAGE ROLE**

Universally renowned for having revolutionized women's wardrobes, Yves Saint Laurent was also a visionary costume designer. This exhibition highlights his early passion for the stage, seen in the cardboard models of his "Illustrious Theater" at his childhood home in Oran. From his collaboration with Roland Petit on *Cyrano de Bergerac* to his creations for Zizi Jeanmaire and her iconic "My Feather Thing" costume, the couturier always sought movement, freedom and the embodiment of the character. As this probing and informative exhibition reveals, Yves Saint Laurent's costumes were never mere ornamentation, but a second skin designed to enhance the performer's movement. Icons of the French stage—from Sylvie Vartan to Johnny Hallyday—saw their stage presence elevated by the master's signature

touch, with each costume becoming an extension of their personality and energy on stage.

### **IMMERSE YOURSELF IN THE CREATIVE PROCESS**

Far from a static presentation, *Yves Saint Laurent Onstage* offers an immersive scenography that plunges visitors into a vibrant backstage atmosphere. The exhibition juxtaposes vivid preparatory sketches, original costumes—often crafted by the legendary Karinska workshops—sets, and rare archival materials. Visitors are invited to grasp the precise moment when a sketch by Yves Saint Laurent would become a costume, when the fabric “would bring the character to life,” in a constant homage to Léon Bakst’s signature color palette. The exhibition aligns perfectly with the ongoing programming of the mYSLm, while reaffirming the museum’s mission to serve as a place of creation, transmission and dialogue between the arts.

### **AN INVITATION / A DISCOVERY AWAITS YOU**

We invite art lovers, fashion enthusiasts and theater aficionados to embark on this aesthetic odyssey. Immerse yourself in the theatrical world of Yves Saint Laurent and let yourself be transported by the magic of a body of work in which elegance delivers pure emotion.

#### **PLAN YOUR VISIT**

##### ***Yves Saint Laurent Onstage***

Musée Yves Saint Laurent Marrakech (mYSLm) / Rue Yves Saint Laurent, 40090 Marrakech, Morocco

**Dates:** From January 30, 2026 through January 5, 2027

**Hours:** Open every day except Wednesday, from 10:00 a.m. to 6:00 p.m. (last admission at 5:30 p.m.)

#### **THE MUSÉE YVES SAINT LAURENT MARRAKECH**

Founded in 2017, the museum is located in the heart of Marrakech, a stone’s throw from the Jardin Majorelle. This comprehensive cultural center is dedicated to preserving and showcasing the couturier’s legacy. It houses two exhibition halls, a photography gallery, an auditorium, a reference library, a book shop, a café-restaurant, and an underground conservation center ensuring optimal, state-of-the-art conservation conditions for the collections. The museum thus reinforces its role as a major cultural hub, forging connections between Morocco and the rest of the world.



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