

David Seidner



Yves Saint Laurent

This exhibition explores the collaborative work between David Seidner (1957–1999) and the House of Yves Saint Laurent. The images seen here, taken from 1983 to 1995, display the confidence and freedom granted to the young artist by the renowned couturier.

Shortly after meeting Pierre Bergé in Paris in the early 1980s, Seidner was entrusted with creating the image that would launch Paris perfume. He would go on to photograph numerous advertising campaigns for the couture house while continuing his personal artistic research, which was celebrated by major exhibitions of his non-fashion work.

Influenced by Surrealism and the pastels of Edouard Manet, as well as by the great fashion photographers of the 20th century who preceded him, Seidner's sophisticated and rigorously composed images, imbued with a delicate elegance and an extraordinary "strangeness," dissolve the border between art and fashion.

Violeta Sanchez

David Seidner
(1957–1999)

David Seidner (1957-1999) quitte sa ville natale de Los Angeles à l'âge de dix-sept ans et s'installe à Paris pour y travailler comme photographe de mode. À dix-neuf ans, ses photos font déjà la couverture des magazines. Il connaît sa première exposition personnelle en 1978. Basé à Paris durant la majeure partie de sa carrière, Seidner signe un contrat d'exclusivité de deux ans avec la maison Yves Saint Laurent. Au cours des années 1980 et 1990, ses images sont publiées dans *Harper's Bazaar*, *Harpers & Queen*, *The New York Times Magazine*, *Vanity Fair* et différentes éditions internationales de *Vogue*. Son travail, qui se distingue par l'usage fréquent de la fragmentation, de l'éclairage dynamique et du recadrage, a profondément influencé la photographie de mode pendant plus d'une décennie.

Violeta Sanchez

Mannequin de la maison Yves Saint Laurent et l'un des modèles favoris de David Seidner, commissaire des expositions *David Seidner*, Paris, 2008 et *David Seidner – Yves Saint Laurent*, Marrakech, 2025.

15.09.25

musée
YVES SAINT LAURENT
marrakech

02.08.26

1



David Seidner (1957–1999)
Self-portrait, 1980

Vintage print

Private collection, New York

2



Advertising campaign for *Paris* perfume;
model: Angela Wilde, Paris, 1983

Published notably in *British Vogue*, December 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

3



Advertising campaign for *Paris* perfume;
model: Lucie de La Falaise, Paris, 1991

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

4



Evening dress worn by Cynthia Antonio,
Spring/Summer 1987 haute couture collection,
Paris, 1987

Published in *Vogue Italia*, March 1, 1987

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

5



Evening dress worn by Anh Duong,
Spring/Summer 1986 haute couture collection

Pavillon de Marsan, Musée des Arts de la Mode,
Paris, 1986

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

6



Evening dress worn by Violeta Sanchez,
Spring/Summer 1985 haute couture collection,
Paris, 1985

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

7



Evening dress worn by Violeta Sanchez,
Spring/Summer 1987 haute couture collection,
Paris, 1987

Published in *City Magazine International (France)*,
April 1, 1987

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

8



Evening dress worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Harper's Bazaar France*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

9



Sheath dress worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Harper's Bazaar France*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

10



Evening ensemble worn by Anne Rohart,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Harper's Bazaar France*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

11



Evening ensemble worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Harper's Bazaar France*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

12



Dress worn by Violeta Sanchez,
Spring/Summer 1985 haute couture collection,
Paris, 1985

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

13



Suit dress worn by Violeta Sanchez,
Spring/Summer 1984 SAINT LAURENT
rive gauche collection, 1983

Published in the collection's campaign catalog
and in *Vogue Paris*, February 1, 1984

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

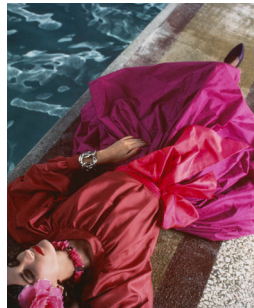
14



Dress worn by Violeta Sanchez,
Spring/Summer 1985 haute couture collection,
Paris, 1985

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

15



Ensemble worn by Violeta Sanchez,
Spring/Summer 1984 SAINT LAURENT
rive gauche collection, 1983

Published in the collection's campaign catalog
and in *Vogue Paris*, February 1, 1984

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

16



Dress worn by Isabelle Townsend,
Spring/Summer 1984 SAINT LAURENT
rive gauche collection, 1983

Published in the collection's campaign catalog

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

17



Formal gown worn by Anne Rohart,
Fall/Winter 1983 haute couture collection, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

18



Evening dress from the Spring/Summer 1987
haute couture collection, 1987

Published in *Harpers & Queen*, UK, May 1, 1987

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

19



Ensemble worn by Violeta Sanchez,
Spring/Summer 1987 haute couture collection, 1987

Published in *Harpers & Queen*, UK, May 1, 1987

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

20



Evening dress worn by Janine Giddings,
Fall/Winter 1991 haute couture collection, Paris, 1991

Published in *Vogue Paris*, September 1, 1991

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

21



Day ensemble worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Harper's Bazaar France*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

22



Dress worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Paris*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

23



Pantsuit worn by Anne Rohart,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Harper's Bazaar France*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

24



Formal gown worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Paris*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

25



Suit worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Paris*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

26



Suit worn by Anne Rohart,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Italia*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

27



Shirt dress worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Italia*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

28



Formal gown worn by Anne Rohart,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Italia*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

29



Day ensemble worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Harper's Bazaar France*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

30



Day ensemble from the Fall/Winter
1983 haute couture collection, Paris, 1983

Published in *Vogue Italia*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

31



Evening dress worn by Violeta Sanchez,
Fall/Winter 1983 SAINT LAURENT
rive gauche collection, Paris, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

32



Day ensemble worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Paris*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

33



Evening dress worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Paris*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

34



Evening ensemble worn by Anne Rohart,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Italia*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

35



Evening ensemble worn by Violeta Sanchez,
Spring/Summer 1983 haute couture collection,
Paris, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

36



Evening ensemble worn by Anne Rohart,
Fall/Winter 1983 haute couture collection, Paris, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

37



Evening dress worn by Anne Rohart,
Fall/Winter 1983 haute couture collection, Paris, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

38



Formal ensemble worn by Violeta Sanchez,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Italia*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

39



Day ensemble worn by Anne Rohart,
Fall/Winter 1983 haute couture collection, Paris, 1983

Published in *Vogue Paris*, September 1, 1983

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

40

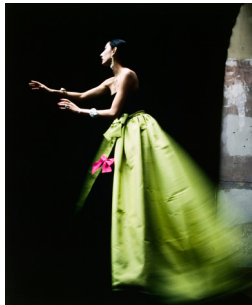


Evening dress worn by Betty Lago,
Spring/Summer 1985 haute couture collection,
Paris, 1985

Published in *Harper's Bazaar France*, January 1, 1985

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

41



Evening dress worn by Anh Duong,
Spring/Summer 1986 haute couture collection

Pavillon de Marsan, Musée des Arts de la Mode,
Paris, 1986

Published in *Harpers & Queen*, UK, June 1, 1986

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

42



Evening dress worn by Lara Harris,
Fall/Winter 1985 haute couture collection, 1985

Published in *Vogue Italia*, September 1, 1985

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

43



Day ensemble worn by Ines Rivero,
Spring/Summer 1995 haute couture collection,
Paris, 1995

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

44



Evening ensemble worn by Isabelle Townsend,
Spring/Summer 1984 haute couture collection

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

45



Ensemble worn by Inés Rivero,
Spring/Summer 1995 haute couture collection,
Paris, 1995

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

46



Evening ensemble from the Fall/Winter 1994
haute couture collection

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

47



Evening dress worn by Shalom Harlow,
Spring/Summer 1993 haute couture collection,
Paris, 1993

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

48



Evening dress worn by Shalom Harlow,
Spring/Summer 1993 haute couture collection,
Paris, 1993

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

49



Day ensemble worn by Shalom Harlow,
Spring/Summer 1993 haute couture collection,
Paris, 1993

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

50



Pajama from the Fall/Winter 1992
haute couture collection, Paris, 1992

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

51



Suit from the Fall/Winter 1992
haute couture collection, Paris, 1992

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

52



Evening ensemble from the Fall/Winter 1992
haute couture collection, Paris, 1992

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

53



Advertising image for SAINT LAURENT *rive gauche*

Ensemble worn by Violeta Sanchez, Paris, 1986

Pigment inkjet print on Hahnemühle
Photo Rag® Baryta paper, 2025

FONDATION JARDIN MAJORELLE

President	Madison Cox
Vice President	Peter Blunschi
Administrators	José Abete Maxime Catroux Bruno Dubois-Roquebert Fatima Zahra Guertaoui Me Mustapha Zine

JARDIN MAJORELLE SCA

Chief Executive Officer	Siham Kraifa
-------------------------	--------------

MUSÉE YVES SAINT LAURENT MARRAKECH MUSÉE PIERRE BERGÉ DES ARTS BERBÈRES

Director	Alexis Sornin
Registrar and Exhibition Producer	Sahar Lamsyah
Head of Collections	Hayate Machache
Restorer	Juan Gerardo Ugalde Salinas
Head of Technical Services	Ahmed Essoullami
Display Stand Producer	Monim Sabyh
Audiovisual Manager	Anis Berjamy
Audiovisual Assistant	Mouad Fahmi
Communication	Hanae El Bourakkadi Mohamed Achraf Meftahi

EXHIBITION

Curator	Violeta Sanchez
Exhibition design	Monim Sabyh Chiara Zerbib
Lighting	Anis Berjamy Mouad Fahmi
Graphic design	Joana Areal Studio
Production	Abdelghani Aït Jourhim Arrêt sur image De bouche à oreille Jonathan Mannion Picto Screentex International
Translation and Copyediting	José Abete Olivier Auquier Harold Chester Claude Moureau Bondy

musée
YVES SAINT LAURENT
marrakech