

Press Release

Marrakech, September 26, 2025

**YVES SAINT LAURENT AND HIS DOGS BY MARTIN BETHENOD:
THE MUSÉE YVES SAINT LAURENT MARRAKECH UNVEILS THE
DESIGNER'S CANINE PANTHEON, WHICH OPENED SEPTEMBER 25, 2025.**

An exceptional exhibition, curated by Martin Bethenod, explores the intimate and creative role of dogs in the life and work of Yves Saint Laurent.

On view from Thursday, September 25, 2025, through Tuesday, September 29, 2026.

"I am, as they say, a 'dog person'." With this confession, Yves Saint Laurent summarized a lifelong passion. The Musée Yves Saint Laurent Marrakech pays homage to this devotion with *Yves Saint Laurent and His Dogs*, a sensitive and scholarly exhibition curated by Martin Bethenod. For the first time, this collection traces the inseparable bond between the couturier and his four-legged companions. Far from being mere pets, his dogs were lifelong companions, silent muses, and icons in their own right, whose presence permeated both his personal universe and his revolutionary body of work.

THE COMPANION AND THE MUSE: AN INTIMATE REINTERPRETATION

From his childhood in Algeria to the vibrant energy of his Parisian couture house, dogs stand as the intimate witnesses to the life of Yves Saint Laurent. The exhibition shines a light on legendary canine figures: the extravagant chihuahuas named Hazel, who embodied a spirit of glamour, and of course, the four successive French bulldogs named Moujik, who reigned as a veritable dynasty. Through archival documents, photographs, and drawings, the public will discover how these faithful companions shared the couturier's private world, soothed his anxieties, and fueled the fantasy behind his creative process.

BETWEEN GLAMOR, TRANSGRESSION, AND ART HISTORY

More than mere companions, Yves Saint Laurent's dogs were powerful symbols. The exhibition reveals how the chihuahua, far from being a simple footnote, is deeply rooted in a popular culture of ambiguity and transgression. This was the dog of Marlene Dietrich, who inspired the first tuxedo, as well as that of Coccinelle, the first French transgender star, and that of Hollywood icon Jayne Mansfield. This exploration continues through major works of art: the famous *LOVE* greeting cards, illustrated with the Moujiks, are placed in dialogue with portraits by the greatest artists of the era: Andy Warhol immortalized Moujik II in 1986, while David Hockney rendered a portrait of Moujik IV. Photographs by Horst P. Horst, Pierre and

Alexandra Boulat, and Bettina Rheims complete this exceptional ensemble, illustrating how the image of the dog became indivisible from the Saint Laurent myth.

A SINGULAR COLLECTION

Curated by Martin Bethenod, a renowned author, editor, and curator, this exhibition is part of the “Amigos Forever” collection, published by Norma Editions. The series offers an original perspective on the life and work of major artists of the 20th and 21st centuries, viewed through the lens of their relationship with “the dog of their lifetime.” Blending humor, sensitivity, and historical rigor, the exhibition offers a new reading of the Saint Laurent universe, standing at the crossroads of fashion, art, and popular culture.

Step into Yves Saint Laurent’s canine pantheon, where glamor and transgression meet, and where art, fashion, and animal devotion converge.

PLAN YOUR VISIT

Opening: Thursday, September 25, 2025, from 7:00 pm to 7:45 pm

Exhibition dates: From Thursday, September 25, 2025, through Tuesday, September 29, 2026

Location: Photography Gallery - Musée Yves Saint Laurent Marrakech - Rue Yves Saint Laurent, 40000 Marrakech