

# 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

**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

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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

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3



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

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

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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

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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

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

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

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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

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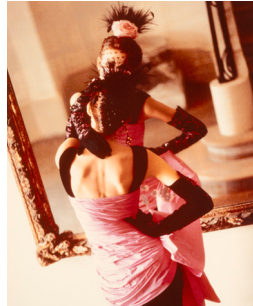
Evening dress worn by Violeta Sanchez,  
Fall/Winter 1983 haute couture collection, Paris, 1983

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

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

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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

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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

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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

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

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

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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

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

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

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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

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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

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

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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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

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

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

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

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

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

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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

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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

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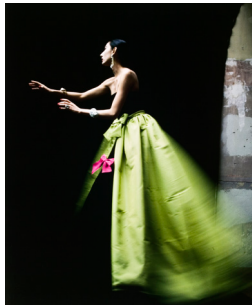


Evening dress worn by Betty Lago,  
Spring/Summer 1985 haute couture collection,  
Paris, 1985

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

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

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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

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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

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

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

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Evening ensemble worn by Isabelle Townsend,  
Fall/Winter 1994 haute couture collection

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

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

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

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Evening ensemble from the Fall/Winter 1994  
haute couture collection

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

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

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

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

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

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

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

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

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

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

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

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

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

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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

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

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Chief Executive Officer	Siham Kraifa
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## MUSÉE YVES SAINT LAURENT MARRAKECH MUSÉE PIERRE BERGÉ DES ARTS BERBÈRES

Director	Alexis Sornin
Registrar and Exhibition Producer	Sahar Lamsyah
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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

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YVES SAINT LAURENT  
marrakech