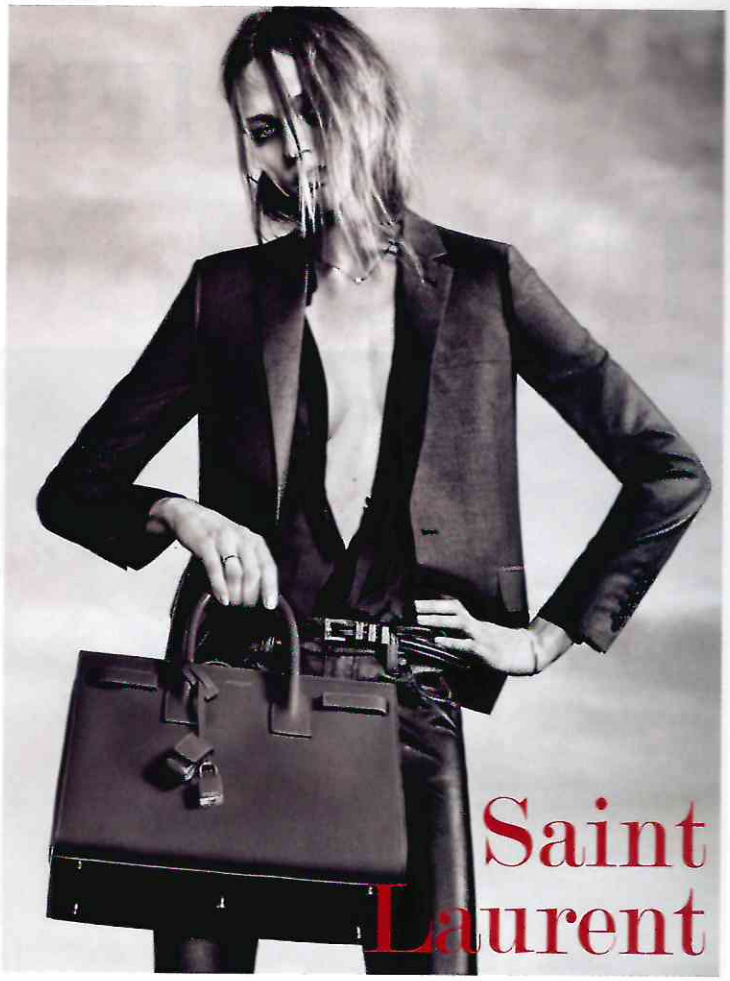
brand than Yves Saint Laurent, but to tinker with the name needs steely courage. Retro-branding of the house's logo back to 'Saint Laurent' caused quite a stir in the fashion community, and critics of Slimane alleged he usurped the French fashion demigod by removing his first name from the brand title.

But Slimane has been given full control to reboot the brand, and two years later, with Saint Laurent one of the most sought-after luxury brands, it can be said that he has led the house to spectacular results. Since Heidi joined the brand, he has brought a revitalised allure and implemented musical and youth-inspired aesthetics to the brand. Revenues have doubled during his tenure, as customers are willing to pay whatever it takes to buy into his revitalised house. Slimane and the now re-imagined brand have become names to watch on the contemporary fashion scene.



Saint Laurent

Loewe



Phoebe Philo is one designer who has earned her place in the history books. She arrived at Céline as creative director in late 2008, and shortly thereafter turned the understudy French label into one of fashion's biggest players. The luxury tag has become a fashion house dedicated to simplicity and, crucially, to the sort of luxury that brings with it no pomp or fanfare. This is all due to Philo, who started as an aspiring design assistant to Stella McCartney at French fashion house Chloé.

Since her appointment at Céline, Philo's work has redefined what women should aspire to wear. Her collections have become a byword for minimalism, developing immense global appeal. From a label that wasn't a heavy hitter in the industry before Philo, Céline has become one of the most acclaimed and copied brands in the business. The renovated fashion house is pared-back and composed, injected with new energy and light-hearted freshness. Philo has successfully revived a tired and relatively unknown Parisian house, and recast it as a brand that is synonymous with Parisian chic.

- Devashree