



Look 24 via Ludovic de Saint Sernin Instagram

Style

Ludovic de Saint Sernin Making the “E-boy” More High Fashion.

Ludovic de Saint Sernin latest collection gives the modern “E-boy” a new look while also normalizing androgynous menswear.



BY EMILY MCVEY

November 3, 2020



The Ludovic de Saint Sernin Spring 2021 collection was recently released on October 25th, de Saint Sernin took to Instagram to debut his “fashion show”. Posting his looks on Instagram instead of having an actual show acts as a tease towards what he has coming in the future for his brand. The collection is based on how boys and girls (especially younger generations) try to create a certain persona when it comes to posting their life on social media. Tik Tok and Instagram play a big factor into creating different aesthetics that audiences aim to replicate.

The use of a naked torso was the main focus of de Saint Sernin’s bandeau- strappy tops paired with simple straight leg jeans. Although there is a happy medium of both male and female aspects of these looks, there is a more “femine” touch. Lace up denim were a big part of this collection, almost all looks had white string laced up the front of the garments. Straight leg pants and five inch inseam shorts paired with matching denim mini tote bags. He also uses lots of satin fabrics with high luster to create matching sets in sage green as well as muted purple. De Saint Sernin also used Swaroski crystals to create cowl neck crop tops and adorn other tops with “1990” in celebration of his 30th birthday this past summer. He also brings attention to minor details that attract his younger audience by the cut and silhouettes of his pieces. Using shoes similar to looking to Birkenstocks and creating 90s inspired chokers with flowers to finish off his ensembles.



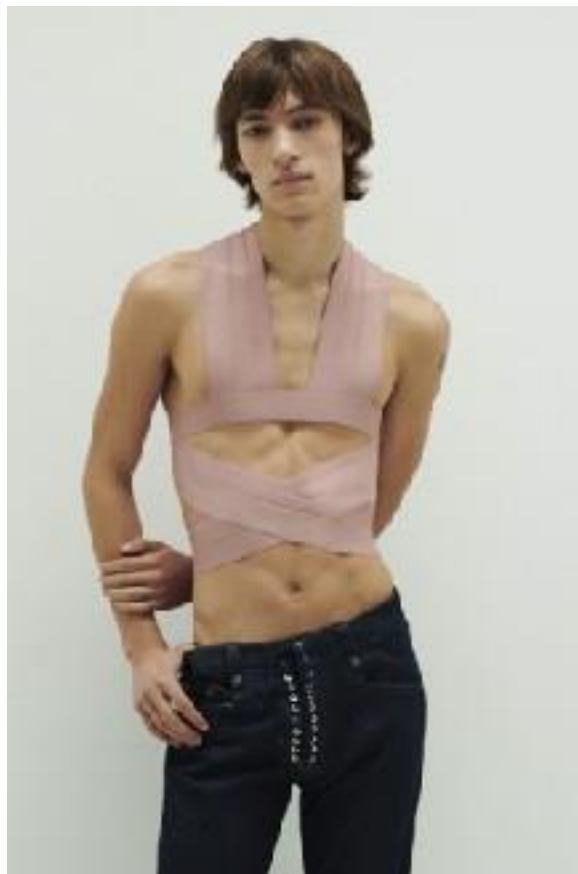
Look 20 & 21 via Ludovic de Saint Sernin Instagram



Look 2 via Ludovic de Saint Sernin Instagram

This “show” was different from regular runways because of de Saint Sernin’s idea of posting his collection on his social media. Especially targeting a younger audience, younger men and women are more likely to scroll through Instagram and see the looks posted rather than finding a video stream of the show itself. The reaction is bigger when multiple images are being posted instead of watching a regular runway show. Even de Saint Sernin claims that he would rather post his creations because designers put so much work and preparations (six months prior) to regular runway shows where models simply just walk with the garments on.

In today’s industry it can be difficult for young designers to “make it big” but using their own creativity can be an advantage to show truly how authentic the collections are. For de Saint Sernin, uses his age as an advantage to create garments that fit modern aesthetics.



Look 4 via Ludovic de Saint Sernin Instagram



Since 1957, GQ has inspired men to look sharper and live smarter with its unparalleled coverage of style, culture, and beyond. From award-winning writing and photography to high-quality videos to electric live events, GQ sees millions of modern men where they live, creating the moments that create conversations.

More From GQ

[About GQ](#)
[The Measurements Shop](#)
[Newsletter Sign-Up](#)
[Subscribe to the Magazine](#)

Contact

[Subscriber Services](#)
[Careers](#)
[Public Relations](#)
[Media Kit](#)
 [masthead](#)

