

### MARKETING

# The Risks and Rewards of Dressing American Politicians

In a polarised country, dressing political figures can boost brand awareness and sales, but it can also backfire.



Kimberly Guilfoyle, with Donald Trump Jr., onstage at the Republican National Convention on August 27, 2020 wearing Chiara Boni. | Source: Getty Images

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**BoF PROFESSIONAL**

Under CEO Francesca Bellettini and designer Anthony Vaccarello, Saint Laurent has more than doubled sales in 5 years and is on track to surpass \$3 billion in 2022.

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