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## Bally underscores craft during Milan Fashion Week via Periscope

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*Bally spring/summer 2016 collection*

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By STAFF REPORTS

Swiss apparel and accessories label Bally presented attendees of its spring/summer 2016 runway show access to its craftsmen, both in-person and on live-streaming application Periscope.

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**Luxury Daily**

Bally held its spring/summer 2016 presentation during Milan Fashion Week on Sept. 25 and invited its craftsman to be on hand while its models walked the catwalk. Through the use of Twitter-owned Periscope, Bally was able to live stream its handcrafted quality and its latest collection of women's apparel and accessories.

### Live crafting

On Bally's Twitter handle, the brand kept consumers up-to-date on happenings during its runway presentation in Milan. Posts included tastemaker sightings, displays of collection pieces and links to content produced by the brand for Periscope.

Outside the runway presentation, Bally filled a foyer space with pieces from its spring/summer 2016 collection of apparel and accessories including leather goods such as belts, handbags and footwear. To further guests' interaction and understanding of the

brand, Bally invited its craftsman to demonstrate the work that is required for each item made by the brand.

Craftsmen are on hand to showcase the TLC behind each and every piece created for the collection [#BALLYSS16](#)

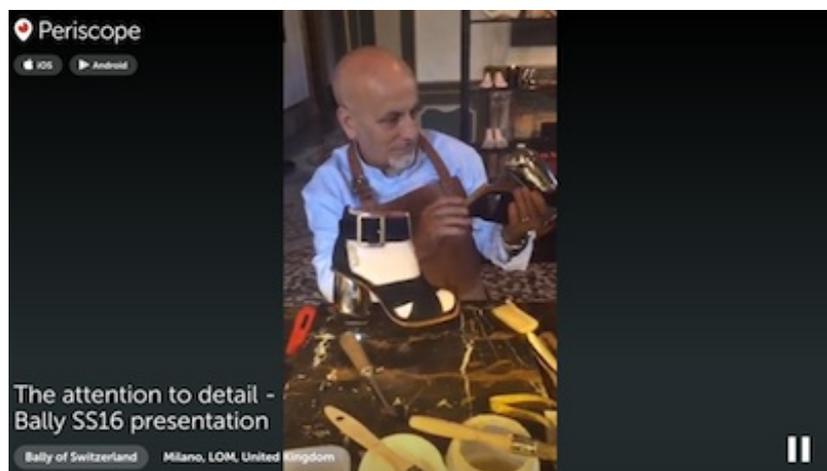
[pic.twitter.com/T4ok1ZrWXM](http://pic.twitter.com/T4ok1ZrWXM)

— Bally of Switzerland (@BALLY\_SWISS) [September 25, 2015](#)

On Periscope, consumers who were unable to attend in person were included in a branded event. When the Twitter link is followed to Periscope, “The Attention to Detail” live stream video, archived by the brand due to the app’s time-sensitive viewing feature, captures Bally artisans at work.

The video begins with a Bally seamstress working on the hem of a salmon-colored dress on a long worktable. Bally then moves slightly down the table to show a cobbler preparing a stacked metallic heeled sandal.

As the live stream continues, viewers see the cobbler's tools as well as a bookshelf with various hardware such as a belt buckle and large metal buttons positioned next to a Bally silk scarf. Before returning the attention to the cobbler and his work, the live stream pauses on a red Bally gift box.



*Screenshot of Bally's "The Attention to Detail" live stream on Periscope*

A second video delves into all aspects of the collection, while also showing viewers the atmosphere by sharing the sounds and sights of Bally’s runway presentation aftermath. To capture this further, Bally also used Periscope to live stream the string quartet that performed in the exhibition space during the spring/summer 2016 runway show.

Prior to London Collections: Men’s in June of this year, Periscope had been reserved for special events used as a way to include distant consumers. Now, the app’s unfiltered access complements the social media mix of photos and video packages, and provides more instantaneous gratification for fans during international fashion weeks ([see story](#)).

While the runway show had only just concluded on Sept. 25, Bally has already provided consumers with an outlet for pre-order. Consumers interested in the pieces for spring/summer 2016 may pre-order from the collection through online retailer Moda Operandi.



*Web opener for Moda Operandi's Bally spring/summer 2016 trunk show*

Designed by newly hired creative director Pablo Coppola, the collection has a “normcore look with a couture spirit” through suede shift dresses with cutouts, an oversized fur jacket in patchwork and slippers rather than loafers as the footwear of choice, explains Moda Operandi.

Consumers may either shop by full look as it was presented on the runway or through individual thumbnails from the collection. The Bally spring/summer 2016 trunk show hosted by Moda Operandi will only be available for the next seven days.

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