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Balenciaga embraces progressive technology for fall/winter 2016 runway show

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Archival wedding dress by Cristbal Balenciaga, 1967

By STAFF REPORTS

French fashion house Balenciaga is opening the doors to its atelier through the launch of a 360-degree live stream mobile application.

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Balenciaga will present its fall/winter 2016 collection during Paris Fashion Week on Sunday, March 6, and to embrace its worldwide audience, the house has an immersive app to share in the experience. With the rise of "see it now, buy it now culture," French fashion houses have publicly said "non" to a straight to retail model ([see story](#)), but through technological touchpoints these brands may be able to appeal to the instant gratification crowd.

Virtual invite

The runway live stream, exclusive to tablet and smartphone devices, is two firsts for Balenciaga. It will be the first 360-degree live stream for the brand and will also be the debut collection of newly appointed artistic director Demna Gvasalia, who joined the house in October ([see story](#)).

Balenciaga's egalitarian approach is part of its new creative identity under the direction of Mr. Gvasalia. The experimental live stream will offer Balenciaga's global fanbase an opportunity to view the show in full view using a 360-degree panorama shot of the runway in real time. Those who wish to do so may also enhance the runway show experience using a virtual reality headset.

BALENCIAGA

360 VR LIVE STREAM

BALENCIAGA FALL WINTER 2016 SHOW
SUNDAY MARCH 6 11.30 AM CET

Balenciaga's app homepage

The movement toward inclusion stems from the "progressive aesthetic of Gvasalia, an attitude of invention coupled with the reality of today." Balenciaga's goal is to permit its audience to experience Mr. Gvasalia's debut live, as if they were in attendance at the Paris Fashion Week showing.

In addition to live streaming on the Balenciaga Web site, the house also selected to design a custom app for Google Play and the App Store for the occasion. Those who download the free app will be able to access the 360-degree presentation.

Unlike its peers in the fashion industry, Balenciaga's runway app will not be synced to ecommerce.

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