

APPAREL AND ACCESSORIES

Balenciaga continues global expansion via Los Angeles flagship

July 8, 2016



Balenciaga fall/winter 2016

By STAFF REPORTS

Kering-owned Balenciaga has selected Los Angeles as the location of its second bricks-and-mortar storefront in the United States.

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Balenciaga's second U.S. flagship is scheduled to open its doors July 9, and will become the tenth monobrand boutique operated by the house. Under the direction of newly appointed creative director Demna Gvasalia, Balenciaga has plans to expand its retail footprint globally to confirm its position as a global luxury brand.

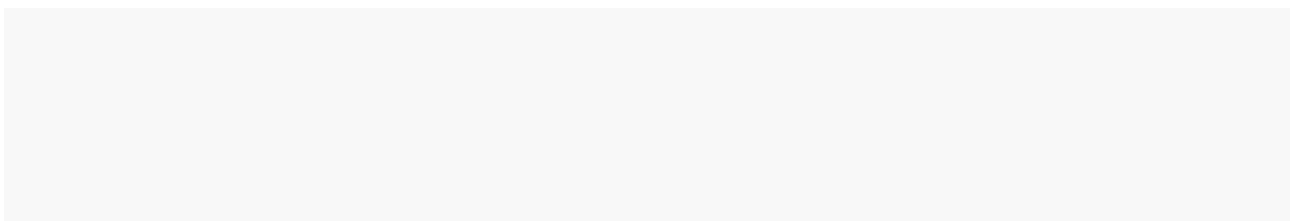
A complete maison

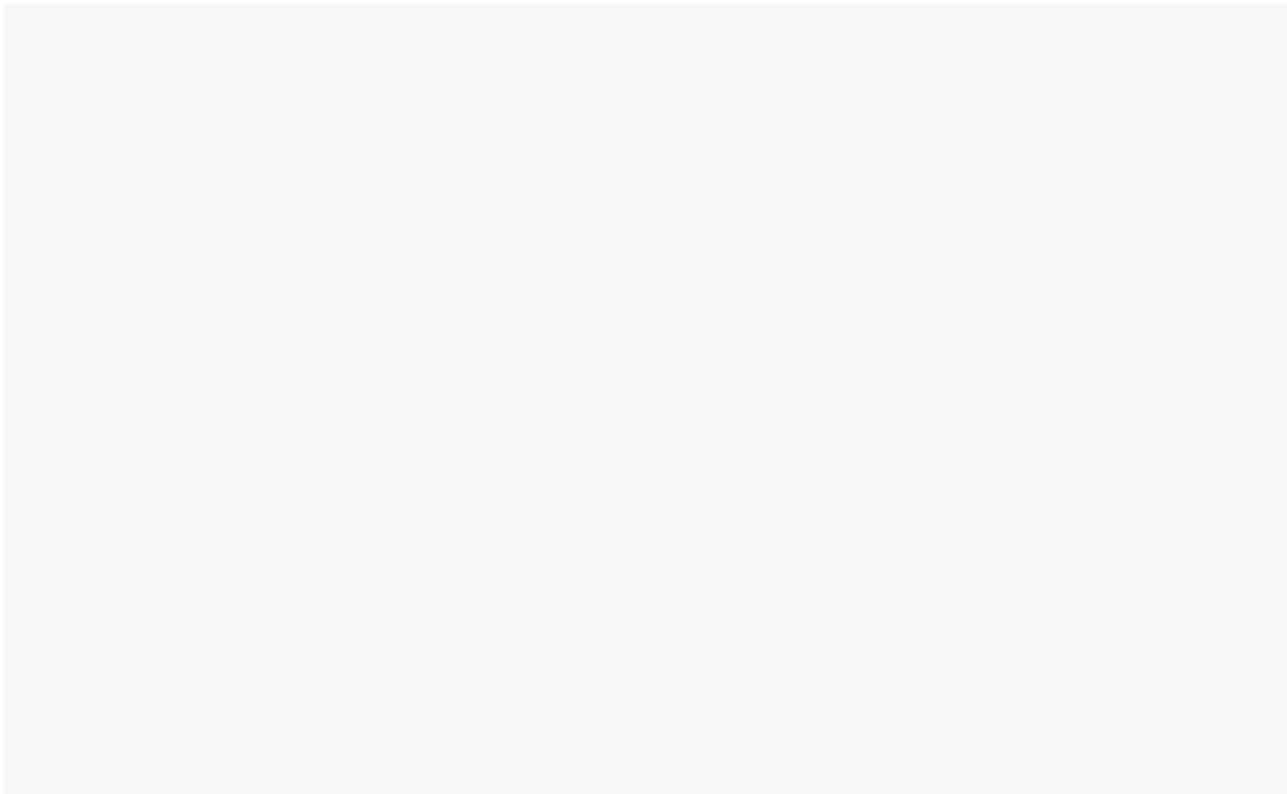
Mr. Gvasalia took the creative reins at Balenciaga from Alexander Wang in October 2015 after stints at Maison Margiela, Louis Vuitton and running his own label, Vetements ([see story](#)).

Balenciaga's Los Angeles boutique will be on Rodeo Drive and reflects the creative vision Mr. Gvasalia has for the brand. The new store counts Ferragamo, Tom Ford, Gucci, Bottega Veneta, Prada and Van Cleef & Arpels, among others, as its neighbors.

The boutique is made up of three rooms dedicated to different categories of Balenciaga. The "interconnected salons," spread among 1,883 square feet of retail space, will carry Balenciaga's men's and women's collections, as well as accessories and eyewear.

For the store's interior, Mr. Gvasalia sought decor that spoke to the tradition and sophistication of haute couture as well as the industriousness of contemporary design. To achieve this, the boutique features high-gloss rosewood as walls and display tables, concrete, cast aluminium and glass.





BALENCIAGA RODEO DRIVE New Store Opening | Saturday July 9th Visit our Store Location on Balenciaga.com for store details.

A photo posted by Balenciaga (@balenciaga) on Jul 8, 2016 at 6:35am PDT

In the fitting rooms, Balenciaga included beige cotton twill with red threads, a fabric also featured in the brand's ateliers and founder Cristobal Balenciaga's original couture house at 10 Avenue George V.

Aside from global expansion, Balenciaga has embraced technology under Mr. Gvasalia's direction.

For example, Balenciaga opened the doors to its atelier through the launch of a 360-degree live stream mobile application.

Balenciaga presented its fall/winter 2016 collection during Paris Fashion Week on Sunday, March 6, and to embrace its worldwide audience, the house created the immersive app to share the experience with its global fan base ([see story](#)).

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