

APPAREL AND ACCESSORIES

Balenciaga places high fashion in everyday scenarios for fall ads

August 16, 2016



Image from Balenciaga's fall/winter 2016 campaign

By STAFF REPORTS

French fashion house Balenciaga is revealing the first advertising campaign under newly instated creative director Demna Gvasalia.

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Set against the minimalist backdrop of pale buildings on a city street, the ads play with reflection and shadow as models are captured in relaxed positions rather than poses. Rather than opting for It-girl models, celebrities or an intricate concept, Balenciaga chose to let the clothes be the star.

On the street

Balenciaga's campaign was unveiled slowly on its social media accounts, allowing its images to appear in followers' news feeds day after day.

In a number of the stills, models are on the move, drinking a cup of coffee or toting its Bazar leather shopping tote that resembles nylon laundry bags. Projected by many to be an It bag for fall, the handbags add a functional touch to the campaign scenes.

Some frames leverage a free-standing mirror to create artistic tableaux. In one, a model only appears from a distance as a reflection, while another uses the mirror to capture both the front and back of a printed garment in the same photo.



Image from Balenciaga's fall/winter 2016 campaign

While most of the campaign depicts solitary figures, one adds a young girl crossing in front of a model who is shown staring at the ground.

Intended as haute couture for everyday, Mr. Gvasalia's debut collection for Balenciaga includes tailored pieces as well as high-fashion takes on utilitarian staples such as the parka.



Image from Balenciaga's fall/winter 2016 campaign

Balenciaga artistic director after Alexander Wang stepped down from the position in July, and the French fashion house announced Mr. Gvasalia as his replacement to guide its collections and the image of the Balenciaga label as a whole.

Mr. Gvasalia joined Balenciaga from Vetements, which presented its first ready-to-wear collection during Paris Fashion Week in 2014 and which has since presented during Paris Couture Week ([see story](#)).

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