

APPAREL AND ACCESSORIES

Balenciaga looks to spread sheets for Web site inspiration

February 24, 2017



Image from Balenciaga's spring/summer 2017 campaign

By STAFF REPORTS

Kering-owned fashion house Balenciaga has taken an extremely minimalist approach for its redesigned Web site.

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The label's new digital flagship features no imagery on the homepage, opting for "directness and clarity" over romanticism. Balenciaga's simplified approach puts the focus on ecommerce over branding, with menus that lead to collection viewing rather than content.

Out of the box

Promoting the redesign, Balenciaga is scrolling the words "new Web site" across its homepage in red. Once the message has been received by the user and they click or scroll, it disappears to reveal a grid of options.



Balenciaga's redesigned Web site

Set against a white background, black boxes house a search bar and links to collections for men and women.

When the consumer scrolls, a menu appears at the bottom of the page, providing more navigation options. An expandable menu is also featured at the top, including links to customer service, a store locator, contacts and

account login.

While there is no direct link from the homepage to content such as campaigns, navigating to respective collections provides access.



Balenciaga's redesigned Web site

Unlike many of its peers, Balenciaga's site does not include a section on heritage, preferring to keep its online store focused on the house as it is today under the creative direction of Demna Gvasalia, who also designs for Vetements.

Most brands have moved in the opposite direction from Balenciaga, incorporating more imagery and content features on their Web sites.

In 2015, Italian fashion house Gucci has redesigned its Web site with integrated storytelling touchpoints for a richer consumer experience.

Gucci rebuilt the Web site from its pre-existing form to a new vision that reimagines ecommerce through a blend of design, imagery, narrative and exclusive brand content with smart user experience. As Web technologies and engagement strategies change, it is important for brands to retool their online flagships to ensure that the experience is worthwhile and relevant to consumers ([see story](#)).