

APPAREL AND ACCESSORIES

Balenciaga downplays Parisian chic for fall/winter 2017

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Balenciaga fall/winter 2017 campaign

By STAFF REPORTS

French fashion house Balenciaga is continuing its pared-down approach to high-fashion advertising for fall/winter 2017.

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For fall/winter 2017, Balenciaga posed its models on a chair in front of a step-and-repeat with the brand's logo, while the flooring repeats the pattern for an almost box-like scene. Under the creative direction of Demna Gvasalia, who also designs for Vetements, Balenciaga's communications, including its Web site, are extremely minimalist.

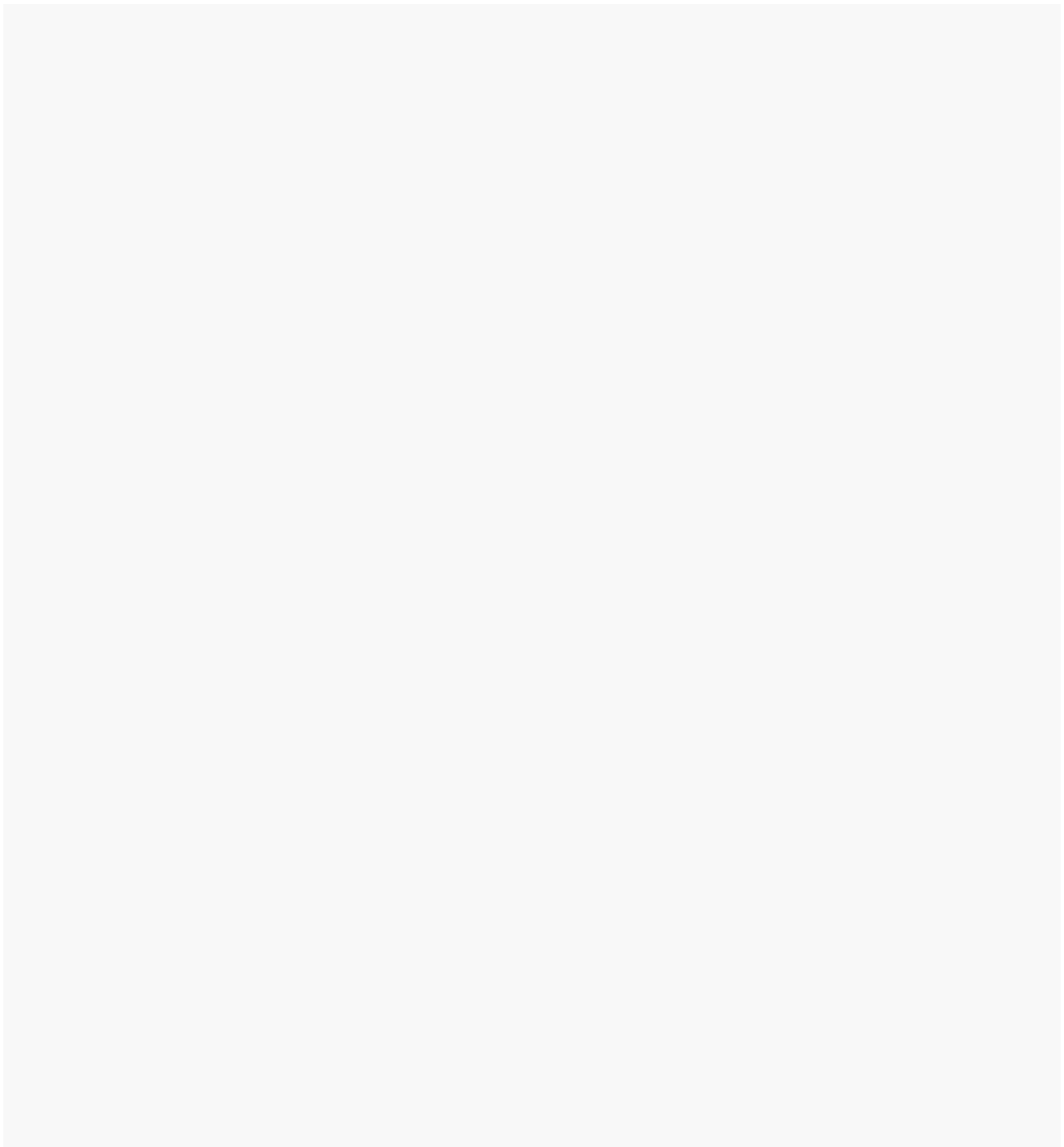
To the point

The Kering-owned fashion brand worked with photographer Johnny Dufort for the fall/winter 2017 campaign. The logo-repeat concept used for the set has been repurposed from the brand's fall fashion show.

In Balenciaga's first image, a model is shown sitting on a metal chair. Styled by Lotta Volkova, the model wears a wine-colored long sleeve turtleneck, a leather skirt with the Balenciaga label and bright blue stockings with pumps.

The second image for women's ready-to-wear fall/winter 2017, captures the model lounging back in the chair while holding a crossbody handbag and wearing an oversized coat.

Balenciaga's third campaign image shows a woman in a trench coat and sunglasses with one foot propped on top of the chair.



Introducing the BALENCIAGA FALL WINTER 17 Women's Campaign. Photography by @johnnydufort, styling by @LottaVolkova. #Balenciaga #FW17 #Campaign #2

A post shared by Balenciaga (@balenciaga) on May 26, 2017 at 3:17am PDT

The full campaign features models Sveta Black, Oliwia Lis, Kennah Lau and Barbra-Lee Grant, actress Emma Leth and artist Eliza Douglas.

In a statement, Balenciaga said, "The series portrays a viewpoint specific to creative director Demna Gvasalia: the attitude that embeds his ideas about fashion in real life observation and the co-option of the surprise of the ordinary.

"Here, all the definitive components of the chic Parisian day wardrobe are put together pinpointed from the Knife stiletto up," the brand said.

Although the campaign is meant to promote Balenciaga's current collection, Mr. Gvasalia opts for "directness and clarity" over romanticism.

This is also rings true for Balenciaga's recently relaunched Web site. Balenciaga's digital flagship features no imagery on the homepage and the simplified approach puts focus on ecommerce over branding ([see story](#)).

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