

APPAREL AND ACCESSORIES

## Balenciaga gives logo a minimalist makeover

September 29, 2017



*Balenciaga fall/winter 2017 campaign. Image credit: Balenciaga*

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By STAFF REPORTS

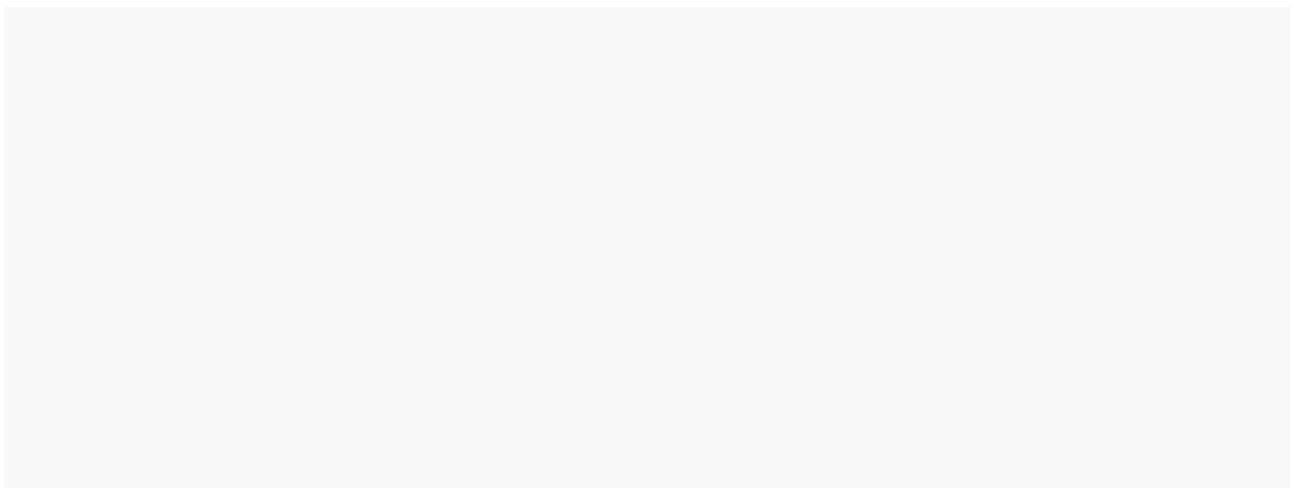
Kering-owned fashion house Balenciaga is seeking clarity with a new logo inspired by simplistic signage.

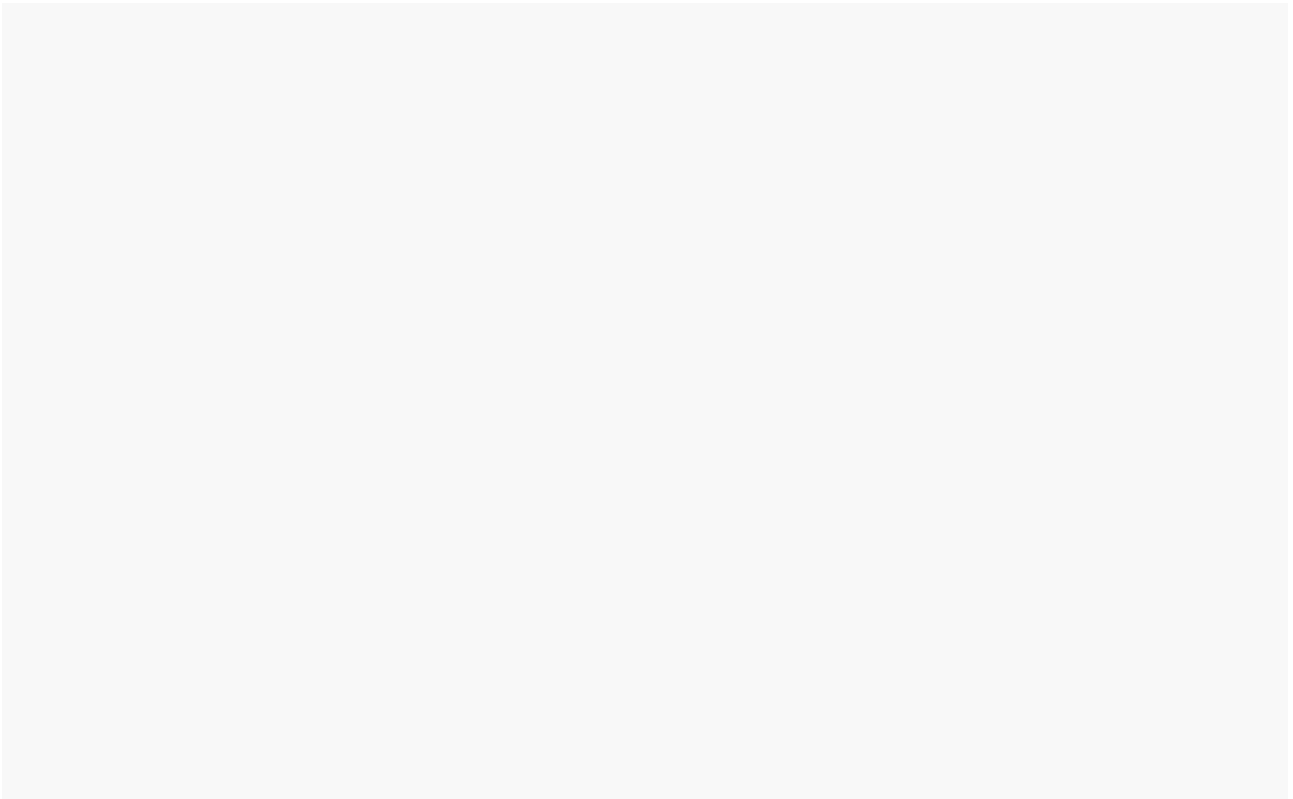
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The latest chapter in the house's transition under creative director Demna Gvasalia, Balenciaga has developed a shorter, cleaner logotype. Revealed ahead of the brand's spring/summer 2018 women's wear show during Paris Fashion Week on Oct. 1, the logo will be presented during the runway presentation.

### New look

Balenciaga's new logo, developed in-house, takes inspiration from the signs seen within public transportation. Retaining its all-capital aesthetic, the logo is now visually shorter, and Balenciaga describes it as, "a simple, bold stamp to the timeless deluxe Balenciaga signature."





New Balenciaga Logo Out Now

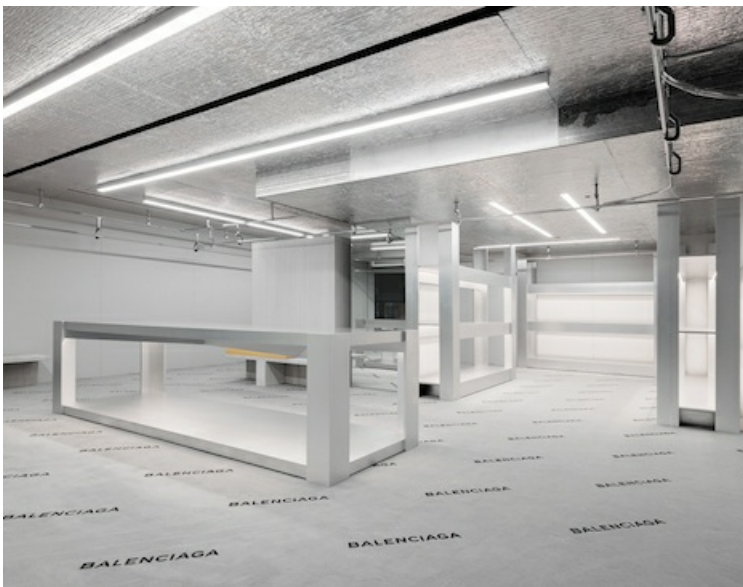
A post shared by Balenciaga (@balenciaga) on Sep 29, 2017 at 12:32am PDT

Lately, Balenciaga's aesthetic has leaned on unconventional influences.

The house took an extremely minimalist approach for its redesigned Web site, which was inspired by spread sheets.

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 ([see story](#)).

Balenciaga is also rolling out a new store concept that takes reference from a production facility, with industrial piping and conveyor belts.



*Balenciaga's Madison Avenue store. Image credit: Balenciaga*

This concept was used for the brand's recent opening on the Upper East Side, as well as its renovated Paris flagship ([see story](#)).

A logo is a popular way for creative directors to leave their mark on a house that has seen other designers.

For instance, U.S. fashion label Diane von Furstenberg ushered in its new creative direction with a new logo and updated Web site.

Designer Jonathan Saunders joined DVF in May 2016 as chief creative officer, a position that gives him charge of the overall creative direction of the brand. Leading up to Mr. Saunders' first collection for DVF, the brand retooled its logo and Web site ([see story](#)).

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