

APPAREL AND ACCESSORIES

## Balenciaga avoids paparazzi flashbulbs for spring/summer 2018

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*Balenciaga spring/summer 2018 campaign. Image credit: Balenciaga*

By STAFF REPORTS

French fashion house Balenciaga is commenting on paparazzi-worthiness of its spring/summer 2018 collection in a new campaign.

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For spring/summer 2018, Balenciaga staged a series of photos, taken by France's Agence Bestimage, that show models dodging the flashbulbs of paparazzi's cameras and protected by black-clad bodyguards. Besides the red carpet, luxury fashion brands' collections are viewed on celebrities as they come and go, constantly in the lens of fans and photographers.

No pictures, please

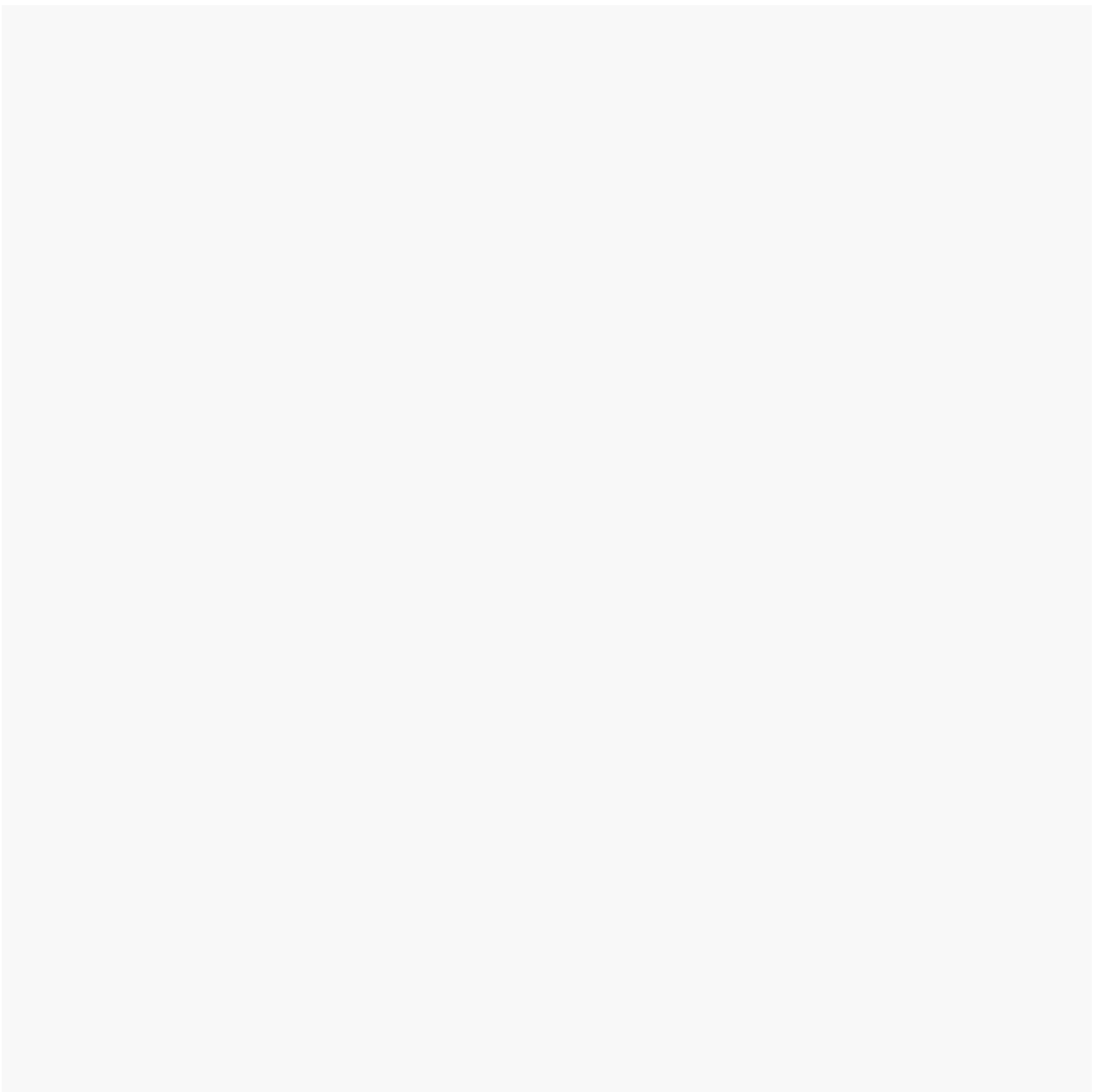
Styled by Lotta Volkova Adam, Balenciaga's spring/summer 2018 campaign shows different models in various scenarios as they try to avoid unwanted attention from paparazzi.

Balenciaga's campaign echos shots seen in tabloids of Hollywood celebrities as they navigate exiting buildings or walking the streets.

The campaign serves as social commentary on the public's obsession with celebrities, who after the red carpet and social media are luxury brand's go-to influencers for style trends. On the flip side, Balenciaga is also suggesting that if a woman wears its spring/summer 2018 collection, the paparazzi may mistake her for a celebrity and snap her photo.

In the campaign stills, women are shown trying to go about their business, but needing to put a hand or their handbag in front of their faces to avoid being photographed. In one image, a woman is completely blocked by a paparazzi as she tries to walk away from the herd that has gathered.

Another image shows a woman clutching her son close to her side to not let the photographers get a clear picture of the young child. Nearly all the images show the women with a bodyguard, who also attempts to shield them from photographs.



Balenciaga Women Spring Summer 18. Photography by @bestimage\_agency, styling by @lottavolkova. Collection available now online for pre-order, and in stores from February 28th.

A post shared by Balenciaga (@balenciaga) on Feb 1, 2018 at 1:11am PST

On social media, Balenciaga shared a number of these scenarios to display its spring/summer 2018 women's collection. On Instagram, these shared images were posted in twos, one candid and the second with Balenciaga's logo positioned over the women as they flee the paparazzi.

In a similar effort, French footwear and accessories label Christian Louboutin invented its own celebrity to launch a handbag style.

Christian Louboutin's "Elose Mania" depicted a studded tote as paparazzi fodder, as cameras and fans chased after the extroverted bag hoping for a glimpse of its life. By personifying the bag in this manner, Christian Louboutin was able to craft a narrative about its backstory that went beyond a product description ([see story](#)).