

APPAREL AND ACCESSORIES

## Balenciaga showcases its runway show in print book

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Balenciaga's upcoming book. Image credit: Balenciaga

By STAFF REPORTS

French fashion house Balenciaga is giving fans an inside look at what it took to create its 2018 winter show.

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The fashion house is immortalizing its process in a collectible book named "Balenciaga: Winter 18." Published by Rizzoli, it includes 300 behind-the-scenes photographs of sketches, fittings, backstage and on the runway content.

### Booking fashion

Creative director of Balenciaga Demna Gvasalia handpicked the images in the book himself, but they were taken by photographers Pierre-Ange Carlotti and Johnny Dufort.

The book is the start to Balenciaga's plans for more releases.

Interested customers can pre-order the book now via Rizzoli's Web site, but it will be released in February 2019.

*Vogue* has described the book as, "Unlike anything you've ever seen."

"I realized that every I show I do from now on for Balenciaga is cinematographic in terms of concept and setup," said Mr. Gvasalia in a statement. "I'd like to accompany each of them with some memorabilia, something that actually puts you into that show and the process behind it."



*Balenciaga's new book. Image credit: Balenciaga*

Balenciaga recently teamed up with the United Nations' World Food Programme to fundraise through fashion.

The brand's fall/winter 2018 collection includes WFP-branded items, which will give back 10 percent of the sale price to the organization to aid its goal of eradicating hunger by 2030. Through this initiative, Balenciaga aims to not only raise awareness for the cause, but also turn fashion into a force for good, taking it beyond its practical or style purposes ([see story](#)).

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