

APPAREL AND ACCESSORIES

## Balenciaga brings low-budget motif to high-fashion campaign

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*Balenciaga takes on a new role in its science-fiction film*

By BRIELLE JAEKEL

French fashion house Balenciaga is continuing to go against the grain with its latest campaign, which centers on a one-of-a-kind short that takes cues from a low-budget sci-fi film.

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High-fashion brands are often taking on avant-garde film techniques to separate themselves from the masses in their campaigns. Balenciaga's spring/summer 2019 effort continues this tradition with a zany short complete with rollerblading, holograms, shoulder pads, cyborgs and secret missions.

Matrix 2019

Balenciaga's almost two minute-long film begins with a woman waking up at a computer desk and quickly putting on sunglasses. Her shades transport her to a meeting place, where she interacts with another person who shows her a holographic map of a city.

[View this post on Instagram](#)

A post shared by Balenciaga (@balenciaga) on Feb 12, 2019 at 6:13am PST

### *Balenciaga Instagram post*

Music kicks in as the main character rollerblades through town, clearly on a mission. Villains in Balenciaga suits begin to chase her.

Chaos ensues during multiple meet ups between different characters, including one that was an obvious hand off.

As one group chases another, they throw fireballs from their hands.

The original woman returns to the computer lab, where an associate puts a disc inside the former's forehead, revealing her to either be a robot or a cyborg. Through a computerized process, complete with electricity sparking around her head, the protagonist quickly completes a task within a database system.

The group of villains chases a woman in a trench coat, capturing her and bringing her through a portal. One man jumps in after her and battles with her captors through low-budget sci-fi techniques such as lasers and fireballs.

### *Balenciaga summer 2019 campaign*

In the computerized world, the protagonist battles with another foe, as someone else comes in to zap the woman in the trench coat. As fights break out, Balenciaga's name flashes across the scene, but no narrative conclusion is met.

### *Quirky fashion films*

Balenciaga also recently turned to a lo-fi technique to give its previous campaign film an aura of authenticity.

Mimicking user-generated content and social media videos, the film captures the everyday wearability of the brand's winter 2018 collection. To attract younger affluents, many luxury labels are choosing to emphasize relatability rather than exclusivity in their marketing ([see story](#)).

Italian house Valentino's spring/summer 2019 campaign focuses on extremes, but its high-fashion motif can send chills up viewers' spines.

Under the creative direction of Pierpaolo Piccioli, Valentino's new film takes place under the shade of night in a city's network of canals. Showcasing the label's collection and a new bag, the piece features an ominous score and a menacing cinematography style while maintaining its couture persona, leaving watchers wondering if creepy is in vogue ([see story](#)).