

APPAREL AND ACCESSORIES

Balenciaga travels the world, gets futuristic for spring campaign

November 4, 2021



The new campaign follows the idea that "here is anywhere." Image credit: Balenciaga

By NORA HOWE

French fashion house Balenciaga has unveiled a seamlessly edited, single shot-style film campaign for its spring collection, in which models travel between rooms that reflect different regions of the world.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In addition to the nearly three-minute cinematic experience, the brand collaborated with Japanese product designer Ikeuchi Hiroto to create custom cybernetic face coverings and an exoskeleton suit for a series of images displayed on its social channels. In classic Balenciaga fashion, the brand had wiped its social media accounts clean prior to launching the campaign.

Universal fashion

Directed by Copenhagen-based visual artist and designer Yilmaz Sen, who has previously collaborated with Balenciaga, Nike and MTV, the film follows models dressed in various pieces from the brand's spring 2022 ready-to-wear collection and the Balenciaga x Gucci hack collection.

Models seamlessly travel between rooms in this visually impressive campaign

Using, or at least replicating, what appears to be a single-shot film technique, models walk between rooms which are all connected via doors. Each room looks nearly identical, with minor variations in furniture, windows and tidiness; however, the "outdoor" backdrop effortlessly changes from room to room.

City skylines, sunny beaches, deserts, snowy mountains and even the moon are included, alluding a universal nature of fashion. Beethoven's "Fr Elise" guides the pace of the film.

The static side of the campaign, which debuted on Instagram and Twitter on Nov. 3, features the work of Ikeuchi Hiroto, who was born in Tokyo in 1990 and graduated from Tama Art University.

The contemporary artist and designer won the 17th Japan Media Arts Festival Entertainment Division Excellence Award. He has produced various 3D objects, and has received praise from a multitude of companies, media and fellow artists.

[View this post on Instagram](#)

A post shared by Balenciaga (@balenciaga)

Balenciaga debuted the Gucci-hacked "Clones" spring/summer 2022 collection in June through a digital runway presentation. Audience members dressed in black and models dressed in the bright collection stood out against the white catwalk and backdrop.

The Balenciaga Clones collection and presentation aimed to bring to the light the way technology creates alternate realities and identities. The season introduces a range of new shapes and wearable concepts and functional accessories, as well as conceptual interpretations of Gucci's recognizable signatures as Balenciaga products ([see story](#)).

"We see our world through a filter perfected, polished, conformed and Photoshopped," reads a title card introducing the presentation. "We no longer decipher.

"Between unedited and altered, genuine and counterfeit, tangible and conceptual, fact and fiction, fake and deepfake," it reads. "Technology creates alternate realities and identities, a world of digital clones."

Embracing technology

Despite the somewhat ominous take on the effect of technology on humanity, Balenciaga has recently leaned in to technological innovation for branding purposes.

Celebrating the release of its fall/winter 2021 collection, the brand released a jarring virtual epic, in which a CGI protagonist attempts to navigate a chaotic and disconnected virtual world, searching for his love interest.

Directed and produced by video game developer [Quantic Dream](#), the film came to life through the use of motion capture to create animated versions of real-life people.

In the campaign, the protagonist uses VR glasses to enter the "Afterworld," a brighter, more colorful reality that seems to have no organization or rules ([see story](#)).

This is a reference to "Afterworld: The Age of Tomorrow," a video game-style show launched in collaboration between Balenciaga and Streamline Media Group in December 2020, which worked directly with collaborators from Balenciaga to craft the game's concept, cinematics, audio and streaming elements.

The result was an immensely interactive fashion-gaming experience, which Vogue referred to as a "quantum leap for the fashion industry" ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.