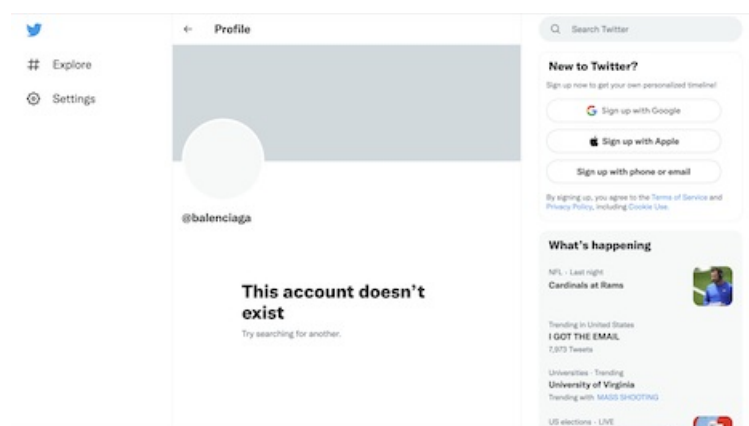


APPAREL AND ACCESSORIES

## Balenciaga is first major fashion brand to depart Twitter

November 15, 2022



*Balenciaga has dropped Twitter from its social portfolio after Elon Musk's takeover of the platform. Image credit: Twitter*

By LUXURY DAILY NEWS SERVICE

Balenciaga, a century-old Spanish fashion label, is the first to cease communication and presentation on Twitter, following the platform's acquisition by business magnate Elon Musk.

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

Many have raised concerns that, under Mr. Musk's stewardship, standards of content modification will be loosened.

As of writing, **Balenciaga** has taken its Twitter page down. It remains active on other platforms, notably Instagram, where it has 14 million followers.

Kering-owned Balenciaga has benefited from the visibility and reach provided by Twitter, amassing nearly 1 million followers to its account.

Retreat, not retweet

While Mr. Musk vows to promote free speech on the site, many are concerned that this wide berth will allow for unmitigated hate speech and misinformation.

Advertisers will not want to be associated with such activity.

First reported by Robert Williams in the daily publication, *"House of Fashion,"* Balenciaga itself has not stated its motivation for the departure, or if there is any plan to return in the immediate or future or farther.

The reactions of Twitter users to the announcement have been mixed.

Some noted that this will become a necessary move for more brands. Others expressed indifference, as the Paris-based brand's styles and prices were irrelevant to their lives.

Big names in other industries, such as Dyson and General Motors, have already left the platform since Mr. Musk's takeover in late October, as have several celebrities including model Gigi Hadid.

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