

APPAREL AND ACCESSORIES

# Balenciaga goes live with new ‘Closet’ campaign

January 23, 2024



*The brand’s Le City Bag sits at the heart of new advertisements shot by photographer duo Inez van Lamsweerde and Vinoodh Matadin. Image credit: Balenciaga*

By LUXURY DAILY NEWS SERVICE

French fashion house **Balenciaga** is celebrating the return of a signature handbag.

First launched in 2000, the Le City Bag sits at the heart of new advertisements shot by Dutch-American photographers Inez van Lamsweerde and Vinoodh Matadin. Balenciaga’s Closet campaign stars American media personality and newly-named brand ambassador Kim Kardashian, South Korean actress and model Roh Yoon Seo, American actress Nicola Peltz, American model Paloma Elsesser, American costume designer Patricia Field and American influencer Devon Lee Carlson.

## Out of the bag

The campaign’s centerpiece incorporates archival design elements, while its creative concept pulls from the practice of cataloging fashion.



*Three bags are included in the campaign, but Le City is the star. Image credit: Balenciaga*

Balenciaga’s Le City is made of Arena-grade, 100 percent Italian leather. Vintage features include laced zipper pulls, original-sized pulls, and lacquered leather handles and straps.

Designs including the Le Cagole and Hourglass also find their way into the imagery. Released Jan. 23, an A-list group of female talents each poses with luxury accessories.

Framed as archival spaces, these settings showcase coveted belongings in a curated, museum-like manner. The bags occupy closets filled with personal objects across visuals.



*The campaign includes talents such as American costume designer Patricia Field, American media personality Kim Kardashian, South Korean actress and model Roh Yoon Seo and American influencer Devon Lee Carlson. Image credit: Balenciaga*

While Ms. Elsesser, Ms. Field and others take to set, Ms. Kardashian is photographed in her own closet. Granting followers an exclusive, inside glance at her collection, her total Balenciaga handbag collection count 129 is revealed.

The social media magnate was named a brand ambassador on Jan. 22. Though the French label has been bulking up its roster in recent months ([see story](#)), Ms. Kardashian already boasts a standing relationship with the company.

The entrepreneur often attends Balenciaga events, having previously appeared in marketing efforts far before the launch of this new slot ([see story](#)).

“For several years now, Balenciaga’s designs have been a part of my many looks and some of my most iconic fashion moments,” said Ms. Kardashian, in a statement.

[View this post on Instagram](#)

A post shared by Balenciaga (@balenciaga)

“This historic fashion house embraces modernity, craftsmanship and takes an innovative approach to design under Demna,” she

said. "For me, this long-standing relationship is built on mutual trust and a commitment to doing what's right.

"I'm excited about this next chapter for the brand and to become their ambassador."

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

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