

APPAREL AND ACCESSORIES

Bally lets simplicity shine for spring/summer 2024

March 21, 2024



The new assemblage is focused on the essentials. Image credit: Bally/Alasdair McLellan

By ZACH JAMES

Swiss apparel and accessories label Bally is leaning on minimalist features for its new creative director's debut collection.

For the spring/summer 2024 season, the brand is looking to heritage codes and established styles to provide a solid reset point for the future under Italian designer Simone Bellotti. An understated campaign promotes the release, showcasing the selection of ready-to-wear, handbags, footwear and accessories, spanning men's and womenswear.

Italian roots

Oeding to creative director Mr. Bellotti's familial ties to Italy, the marketing materials were shot on-location within a historic villa.

Seven diverse models, Claudia Ferrier, Lottie Morris, Maria Ermakova, Nazarit Machin, Will Woodward, Josef Ptacek and Gideon Adeniyi, appear in the 30-second-long film, each sporting different looks from the separate gendered collections. Each outfit is visibly inspired by 70s fashion, a trend sweeping the luxury space in recent months.

Bally presents its spring/summer 2024 initiative

Shot by famed British fashion photographer Alasdair McLellan known for his work with luxury mainstays such as Louis Vuitton, Gucci, Burberry, Miu Miu and Wedgwood ([see story](#)) the campaign has a rustic look, appearing to be captured on film. Stills and unmoving frames characterize the visuals, furthering the vintage appeal of the collection.

Scoring the advertising is the 1971 track "Spoon" by German experimental rock band Can, its soundscapes create an off-kilter vibe unlike most other maisons' marketing efforts, a likely purposeful choice by Mr. Bellotti as he strives to pave his way through the industry as a mostly unknown quantity. Appointed in May 2023, his hiring came as a surprise, following shortly after the exit of the previous creative director.

Having worked for Gucci for nearly 20 years, while also having stints at brands such as Bottega Veneta and Dolce & Gabbana, he brings a wealth of experience to the position, though never having led a label prior.

Interestingly, his former employer, Dolce & Gabbana is taking a similar approach with its spring/summer 2024 campaign, shooting in a small Italian village, contrasting high fashion with rugged structures ([see story](#)).



The campaign dropped earlier this month. Image credit: Bally/Alasdair McLellan

With this personalized touch, Mr. Bellotti is following a trend of luxury's creative directors taking a bit of the spotlight, most recently seen with Gucci's leading man, Sabato De Sarno, appearing as the focus of a documentary short film ([see story](#)).

Mr. Bellotti's additions to the campaign bring a bit of character to a purposely barren push, as the maison is positioning the appeal of its clothing over all other aspects of the release. Accessories take a backseat, as ready-to-wear cornerstones of wardrobes are in the driver's seat.

The [men's](#) and [women's](#) collections are available now.

Ambassador bump

Models are not the only talent uplifting the new collection.

Chinese singer-songwriter Roy Wang and Korean vocalist Lee Seok-min, more widely recognized as DK a member of the K-pop group Seventeen also appear in short films separate from the main campaign. The brand ambassadors are both pictured wearing the Plume loafers, Scribe brogues and the Deco bag, all of which received updates with the new selection of apparel.

DK stars in two different videos

Activations within the APAC market ([see story](#)) and appearances from Asian talent are prevalent throughout luxury, as the market bolsters bottom lines ([see story](#)). Appealing to consumers throughout the large region is proving to be key to short-term success, leading to the influx of Eastern ambassadors in the past several years, a phenomenon only continuing to gain steam as time goes on.

Bally is taking a different approach in this regard, as more recent advertising efforts have made the regional talents a part of an ensemble of global names ([see story](#)), rather than a few separate releases featuring names known to specific countries and audiences.

As authenticity gains importance to luxury consumers ([see story](#)), adding talents to campaigns otherwise unrelated to them could hurt consumer interest rather than gain it.

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