

Alicia Jeremiah

11/22th, 2020

VUF 2203 Visual Merchandising

Elements of Design in Fashion show Critique

Balmain Spring/Summer 2021

Balmain's live runway virtual fashion show took place on September 30th, 2020. Even if it was virtual, many people showed up from all over the world on a flat screen while watching the even from the comfort of their homes. There were also a few guests as well as editors that was on bleachers who were social distancing apart from each other. This fashion show delivered a powerful fashion statement to its audience, especially during this pandemic. Witnessing Balmain's fashion show, I've made some observations of my own.

There we marvelous garments that Olivier Rousteing deliver that captured my eyes. In the beginning of the Fashion show Oliver Rousteing walked out to the song "Blinding Lights" by The Weeknd with some of his models, he was in front of them walking while clapping. When he reached the end of the runway, he sat on a stool and watched his models walk down the runway while clapping and cheering them on. The lights were all focused on the models on the runway and everywhere else was dark. In his fashion show, there were sexy gowns, femme fatale

cocktail garments, Pavarotti shoulder tuxedos, rock dandy blazers, cool jackets for the guys, lounge suits and more. For some designs, both women and men wore blazers that were long and a bit oversized, with drop lapels. At the bottoms they wore long stretch flared pants. Some were dazzling asymmetrical cocktails as well as day-glo dazzling cocktail outfits. Rouseteing played with the colors using sort of neon candy colors that popped. He also used sparking colors that enhanced his collection even more. His monogram PB maze pattern was black and white and had a mixture of dark, bright and nature colors in his collection. This collection is more relaxed from his other collections in the past. The blazer garments' proportion is oversized which means that it is spacious, comfortable and have room to breathe. Some of the garments and the accessories such as the bags were Balmain's PB maze pattern. The shades were mirrored and had an into the future look. The female blazers are all construct in a masculine form. Balmain's collection was all cohesive but what stood out the most was the PB labyrinth pattern. Rouseteing had different generation of models come out separately. For example, he had older models come out together, then another generation of adults in their age group and he also had younger generations come out together. He also had face Mask with the PB labyrinth pattern on it. There were different fabric materials he used such as sheer, sequins, leather etc. He also played with the silhouettes using "Jolie madame" silhouette for some of the garments that he brought to life. Each of the silhouettes with their colors came out separately in pairs or groups. There was so many different wonderful designs and colors in his Spring/Summer 2021 collection.

This fashion show was by far one of my favorites of this season because of the message and theme. In my opinion, I believe that Olivier Rousteing added a touch of sexy and night is still young in his collection Spring 2021. This collection made me think of “stepping into a new year” and leaving all the negative things behind. This collection also made me think about not only the future but the new generation. Close to the end, Olivier Rousteing had two young models, one boy and one girl walk down the runway turning of the virtual screens. The children both had on grey pointy shoulder blazers with grey short pants half an inch above the knee and white tee shirt underneath the blazers. Overall, Balmain fashion show was memorable, and the collection was also inspiring. Balmain Spring/Summer fashion show collection was a perfect event that the world needed to put a smile on our faces in a time like this. This show also aid with being a positive distraction and to not think about what is really happening all around the world right now. Even through a pandemic it was surprising and impressive that a lot of designers were still able to pull through and show of their creativity.