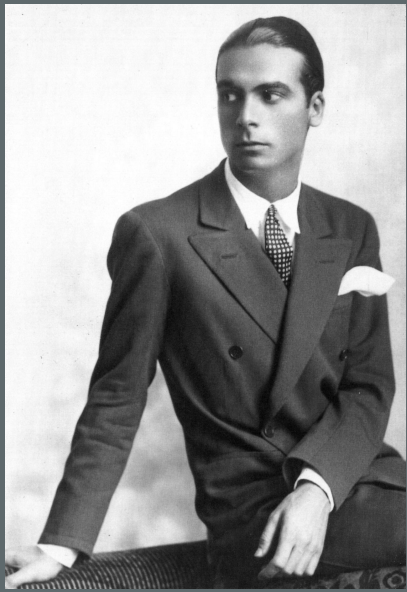




BALENCIAGA

Stephanie Perez
BUF3310

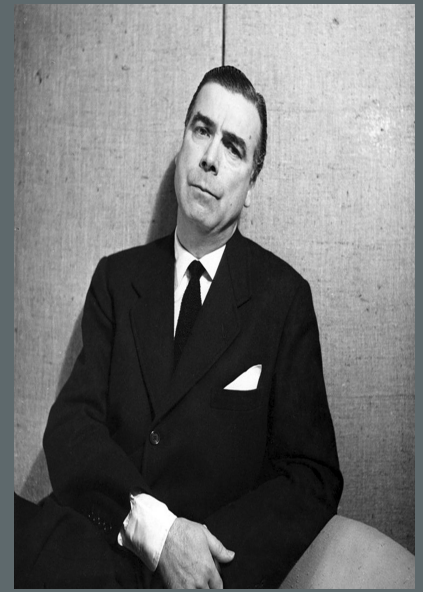




CRISTOBAL BALENCIAGA

“The Master of us All”

Cristobal Balenciaga, born in Spain on January 21, 1895. The son of a seamstress, he began his career as a hobby. Learning and studying dressmaking he started designing clothes for Marquesa de Casa Torres. She later pushed him to go to Madrid and further enhance his career by attending professional tailoring training.



In 1919 Balenciaga opened his first boutique in San Sebastian. Later on he proceeded to open two more in Madrid and Barcelona. His store prospered as the Spanish royal family would wear his clothes. In 1931 his business began to fail as the Spanish monarchy started falling.

In 1937 he later moved on to Paris and re-launched his couture shop. His first runway show in Paris showcased styles resembling the spanish renaissance. He was praised for his ability to be “a sculptor for shape.” He is well known now for his pieces perfectly tailoring women bodies.



BRAND STRUCTURE

In 30-50 years Balenciaga will hopefully still be around. I say hopefully because of recent controversies and people boycotting the brand or refusing to wear it. If influencers and people continue to wear Balenciaga it will still be around. The silhouette has definitely changed and it's much different from the vision Cristobal Balenciaga had for the brand. The experimentation is still there and has gone from women's wear to both women and men's wear.

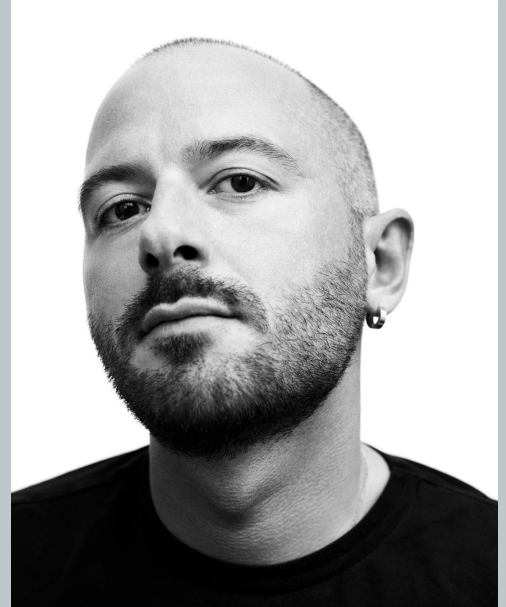
Designers Over The Years



Nicolas Ghesquière
1997-2012



Alexander Wang
2012-2015



Demna Gvasalia
2015-current

Billionaire Balenciaga

Under Demna Gvasalia's creative production Balenciaga was able to go from 400mil revenue to 40% in 2017 to becoming a Billion dollar company. With its ready-to-wear futuristic clothes to its shoes, Balenciaga was able to make a come up from haute couture to futuristic and new.



International Expansion

1917- Established first fashion house under his mothers maiden name

1920- Opened second store in Madrid

1937- Moved to France and established first ever fashion Couture house

2017- Denma opens the first largest Flagship store in the U.S. located in Madison ave, New York.

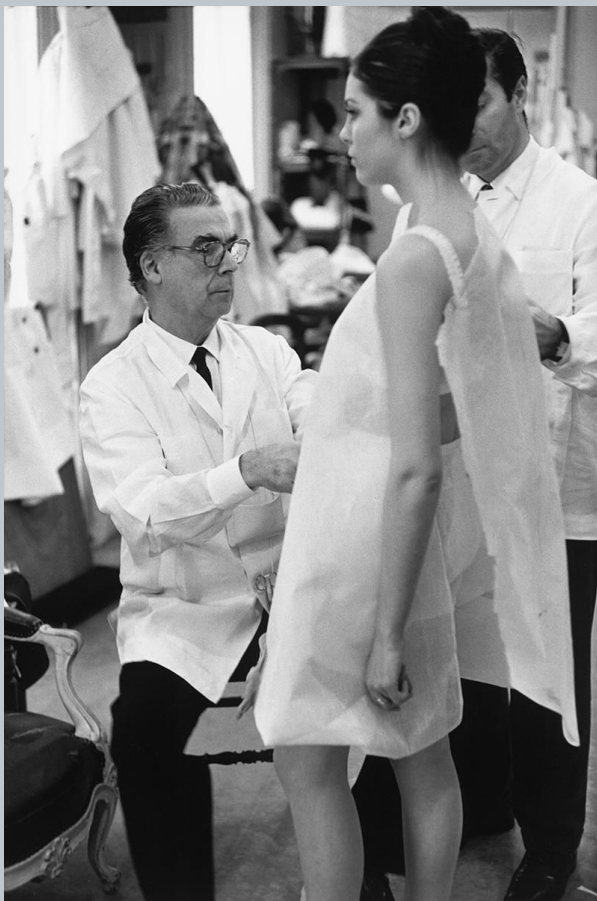
2019- Balenciaga set to open first standalone Canadian flagship store, located in Toronto's Yorkdale shopping centre.





BALENCIAGA MUST HAVES





During Balenciaga's career he was followed by challenges such as the second WW. During this time he had to close down his shop in Spain and move to Paris where he opened up his second fashion house.

Before Balenciaga's death he had retired at the age of 72 and closed down his fashion house in Paris, Madrid and Barcelona.





The major success that came within the Balenciaga empire started with haute couture. The beginning was worn by Spanish royalty and thus became a household name to be worn by the rich. Currently Balenciaga is a streetwear fashion brand that's worn by Kim K, Kanye West, Cardi B and many other influencers. Especially after their shoes went viral and everyone went crazy for them.



#BOYCOTTBALENCIAGA



The recent Balenciaga campaign that launched in 2022 named “Balenciaga Gift Shop” has raised some eyebrows. The first campaign for the collection featured bears with harnesses or what people pointed out to be was “bondage.” The campaign seemed to sexualize children. The second campaign was an office shot with a court case file on child pornography. The outrage towards Balenciaga opted in Bella Hadid being told to cut ties with the brand as well as Kim Kardashian.

Major Competitors



GUCCI



LOUIS VUITTON



GIVENCHY

Haute Couture To Streetwear Fashion



Balenciaga began as a Haute Couture fashion house. Cristobal Balenciaga's vision was to create silhouettes such as cocoons. His play on silhouettes was for femininity and volume while also making sure the curves were shown. The dresses



Demna has created versatility for Balenciaga's current new looks. The street fashion that Balenciaga is now known is what made the brand more famous. After Demna became creative director of Balenciaga, it has also catered to mens wear and not just women. The Ready-to-Wear fashion also made the brand successful.

ADIDAS X BALENCIAGA



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