



BALENCIAGA

A fashion advertisement for Balenciaga featuring three models. The model on the left is a Black man wearing a black, illuminated helmet with white, glowing, cat-like ears and a white, glowing, mask-like facepiece. He is wearing a black, form-fitting, long-sleeved top. The model in the center is a woman wearing a black, illuminated helmet with white, glowing, pigtails and a white, glowing, mask-like facepiece. She is wearing a red, leather-like, long-sleeved top with a zipper and a belt. The model on the right is a man wearing a black, illuminated helmet with white, glowing, cat-like ears and a white, glowing, mask-like facepiece. He is wearing a black, form-fitting, long-sleeved top. The background is a solid dark teal color. The word "BALENCIAGA" is written in large, bold, black, sans-serif capital letters across the center of the image.



BALENCIAGA

THE COMPANY

The Balenciaga House is one of the most influential names in fashion. Ultra-modern shapes are trademarks of the house.

The brand's identity is firmly rooted in its highly conceptual ready-to-wear collections, its leather goods, footwear, and accessories.

Since October 2015, Demna Gvasalia has designed both men's and women's collections as the artistic director.



BALENCIAGA

TRENDS

Nothing is trendy because everything is trendy all at once.

With how we consume content today, nothing is 'in' anymore because everything is 'in'.

People have started consuming products from companies that align with their values.



CUSTOMER

Meet BiBi (Beatrice), an affluent Wall Street girly. She'll buy anything cute without looking at the price tag as long as it's made ethically.

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INFLUENCES

BiBi is the main character and draws inspiration from Rosalía, Bella Poarch, Rihanna, and LaLisa.





BEHAVIOR

She's quite rebellious, in her free time she likes to ignore her therapist, jaywalk, make illegal sporting bets, and be cringe.

BEHAVIOR



VALUES

BiBi loves to buy overpriced lattes as long as they are sustainably sourced and she always donates to children's hospitals when the cashier asks.



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PANTONE COLORS

- Bright White
- Black 6C
- Cherry Red
- Marshmallow

MATERIALS

- Smooth Calfskin
- Bullskin
- Polyester
- Cotton



SMOOTH CALFSKIN

100% of the leather is tanned using metal-free methods. A metal-free tanning method is more respectful of the environment as it results in less water, air, and soil pollutants.



BALENCIAGA

BALENCIAGA
PARIS
MADE IN ITALY

BULLSKIN

100% of the leather is tanned using metal-free methods. A metal-free tanning method is more respectful of the environment as it results in less water, air, and soil pollutants.

COTTON

100% organic cotton, grown without chemical fertilizers, pesticides or GMOs. This requires half as much water as conventional cotton, improves soil quality, and respects ecosystems.



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POLYESTER

100% polyester sourced from recycled existing objects. It therefore reduces waste and energy consumption during production phase, emits less CO2 and impacts biodiversity less.

A full-page background image of a misty forest. Tall, thin trees stand vertically, with sunlight filtering through the canopy in the upper left, creating a hazy, atmospheric effect. The ground is covered in dark, mossy forest floor.

INSPIRATION

I was traveling at the time of designing this line. Many of my design decisions were based on what watched on the plane.

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INSPIRATION

The following section consists of screenshots from music videos, movies, and other media that aided in my design.



SAOKO ROSALIA

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INSPIRATION

I wanted to capture 'badass' in my selection of leather materials. (The whole line is based on her critically acclaimed album motomami)



IDEATION

I observed what women were wearing at the airport in Hong Kong. Those exhibiting extreme 'girl boss' energy were sketched. My collection is made from iterations of eclectic airport fashion.

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IDEATION

I was reading a lot of manga in the airport and found that it was easy to follow complex fight scenes with visual aids. Therefore I have graphically depicted my ideation process.



LOOK #1

LONG
SLEEVE

+
PANTS



HAT IS VALID

NO MORE ZIP
CROP

LOOSER PLZ
POCKETS PLZ

SPEED
SOX!!



KEEP CROP
MAKE
IT...

TIGHT!

NVM LOSE
POCKETS



ADD "♡"
CUTE PNB

TURTLE
NECK?

ADD
LOGO

100% Recycle

TRIPLES



LOOK #2

COAT +

PANTS



3M REFLECTORS

FW 17 SHELL

NYLON

MAKE IT LEATHER!

MAKE IT BIGGER

NO PANTS

ADD CUTE PATCHES??

RED!!

WHITE

BIKER SHORTS UNDER

NO HEELS

BETTER

★
SHORTS
RE!!
★

WVW NO PANTS



LOOK #3

BIKER/MOTO

LEATHER

JACKET

LOL WAY TOO BIKER

MEH DO NOT LIKE METAL HARDWARE

MORE VARSITY LOOK

CHANGE ZIPS TO POCKETS

ADJUSTABLE

CLOTH??

SNEAKERS PLZ

100% MEAL

FREE LEATHER

ADD PATCHES

LOSE STRINGS PLZ

BETTER SNEAKERS??



LOOK #4

WINDBREAKER

★ **SHORTS** ★
★ **NAT-IG** ★
I GUESS



CLASSIC
BALENCIAGA
WINDBREAKER

MORE
STEEK

ADD STRIPES PIZ

PUT IN
STRING TING

LOOKS
LIKE DIS

PUT SOCKS AWAY!!

PUT THOES SHOES

IN

THE



CHANGE
PANTS?

UPGRADES
LOOSER SLEEVES

100%
SIDE LAGES
TRIPLE
S



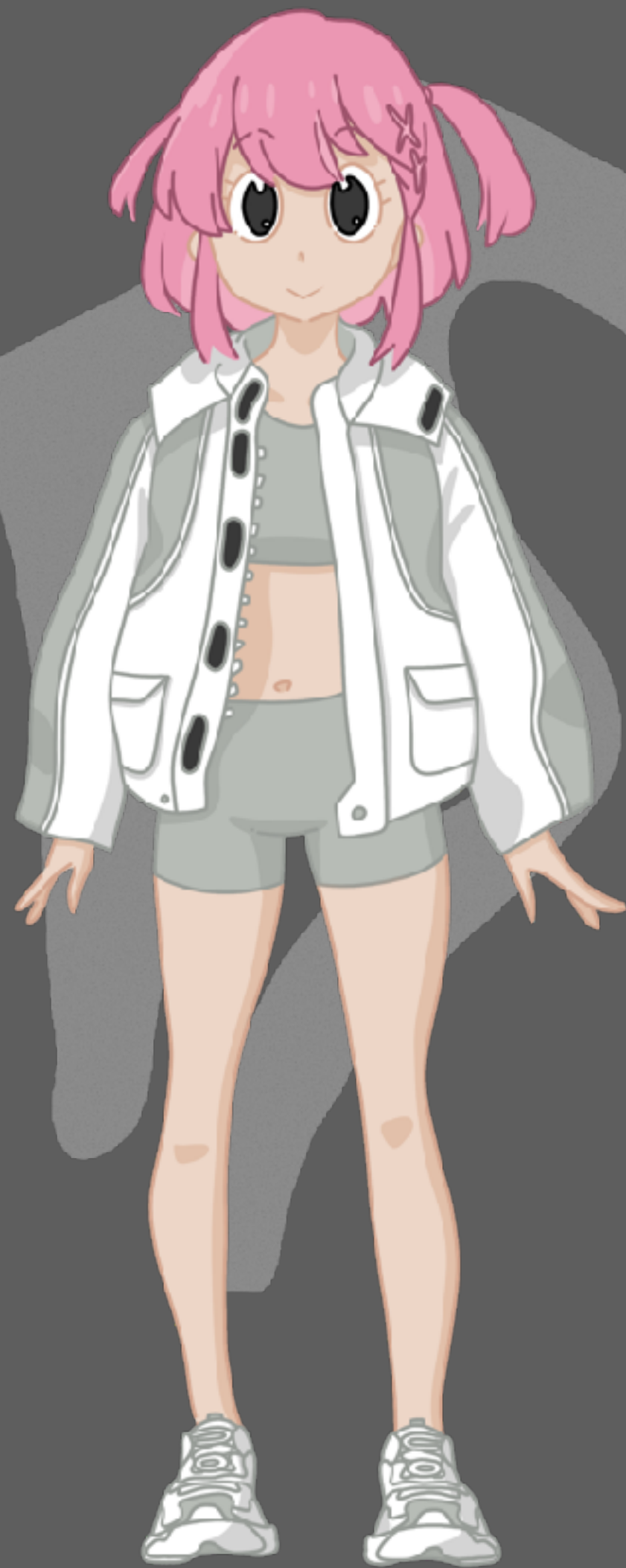


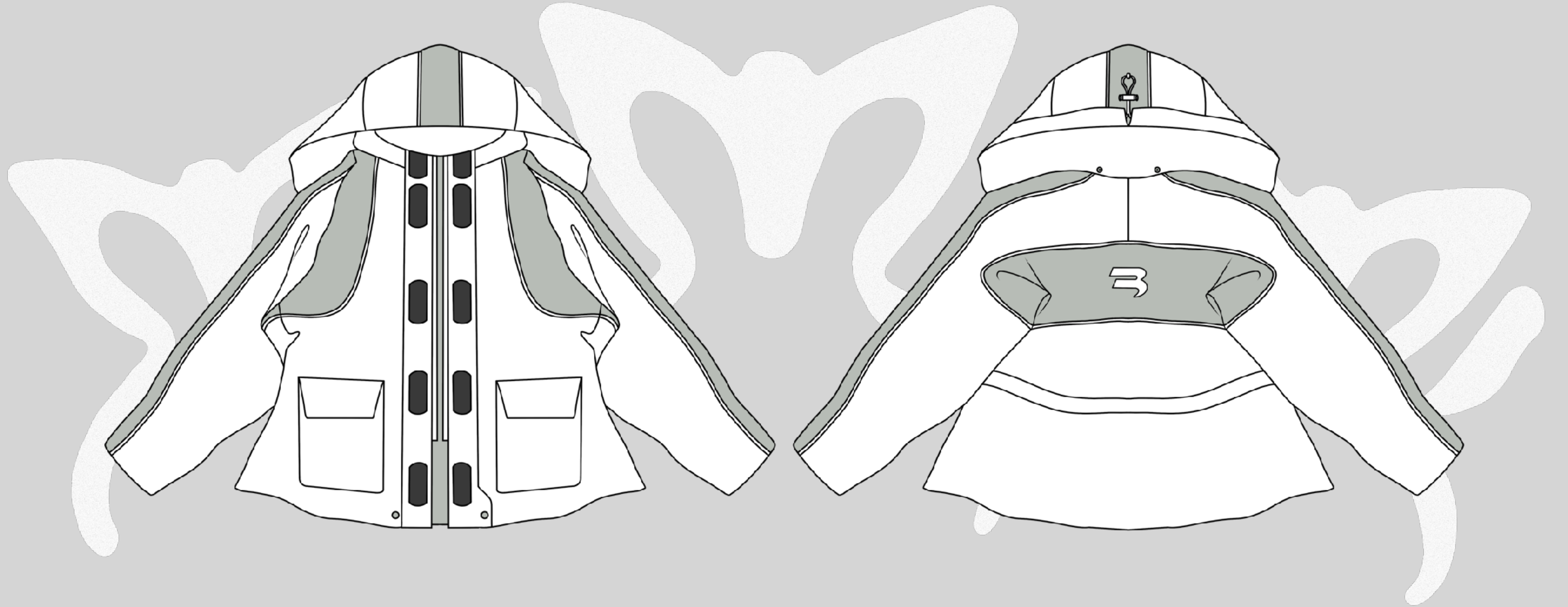




3M REFLECTIVE ACCENTS

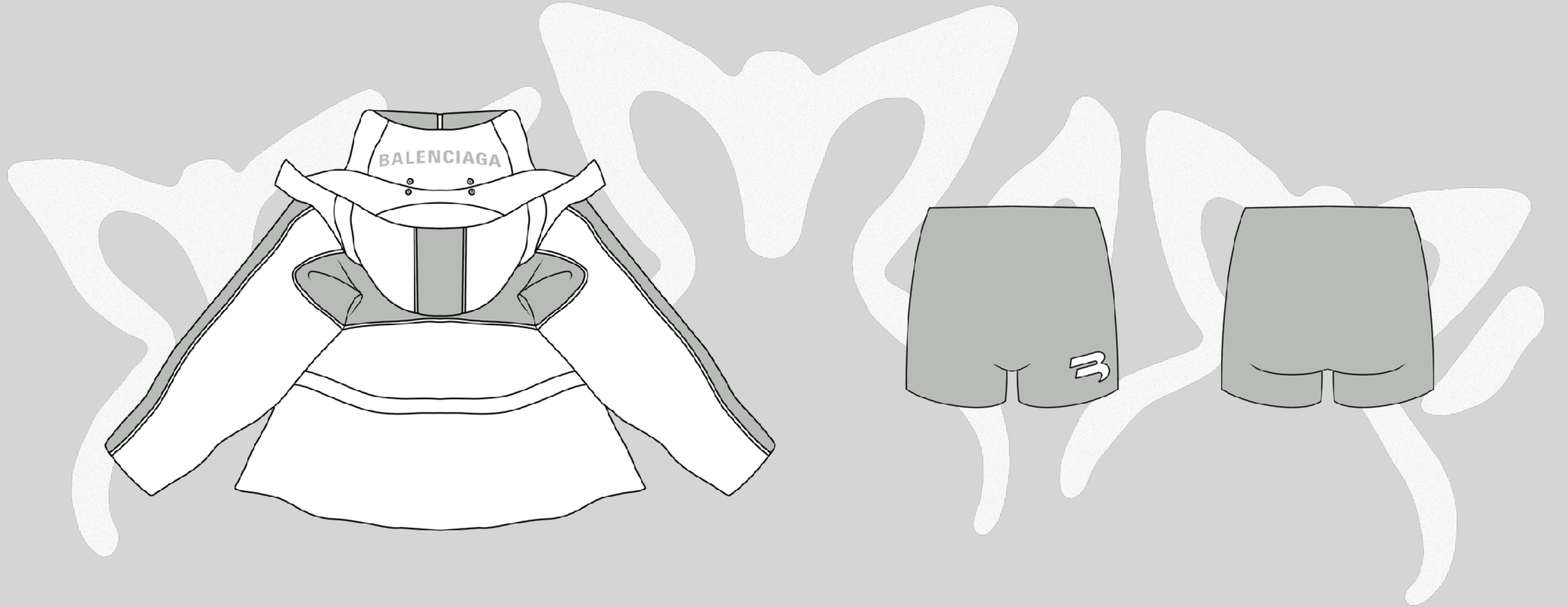




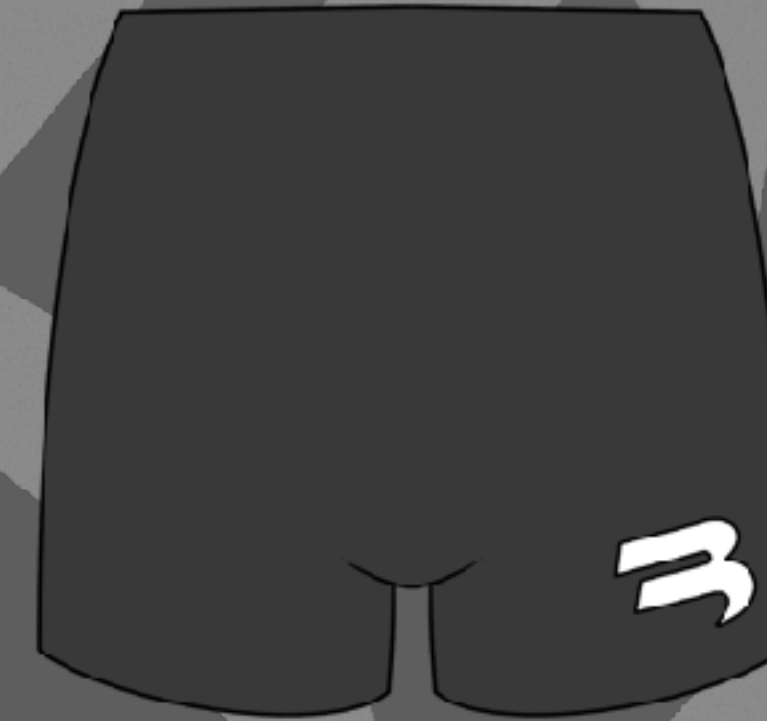


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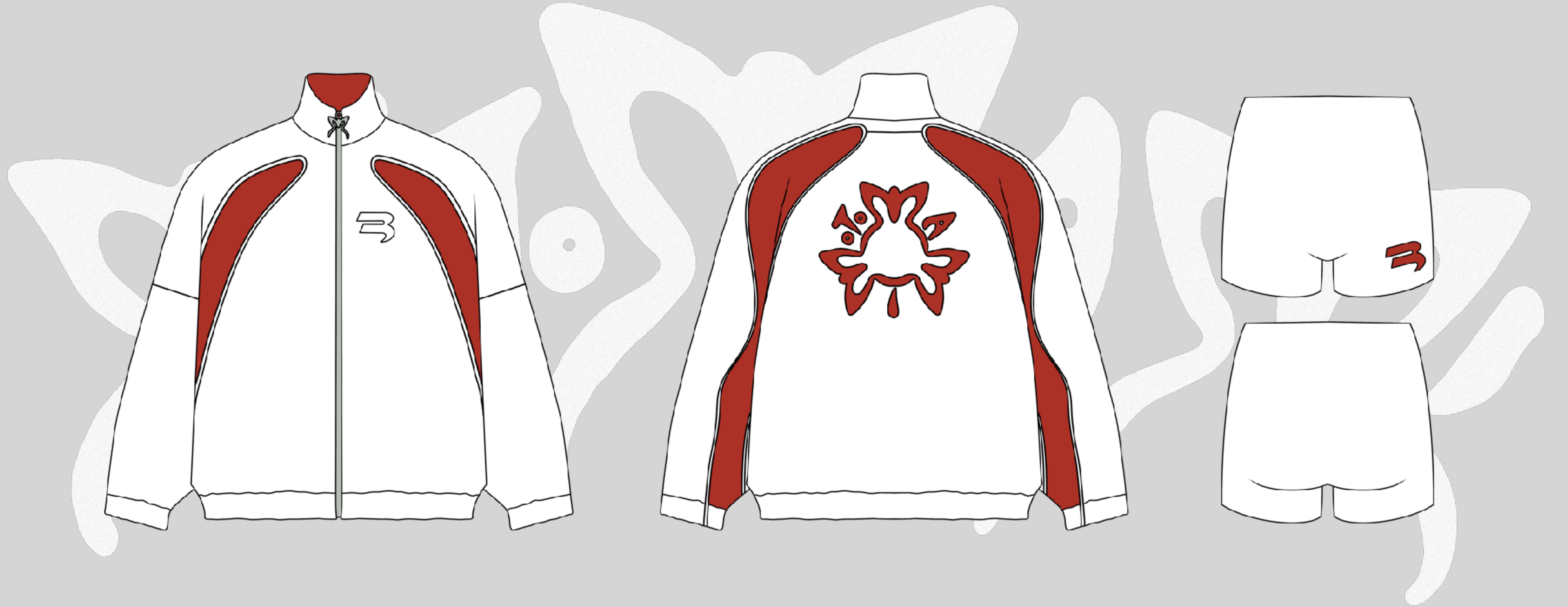




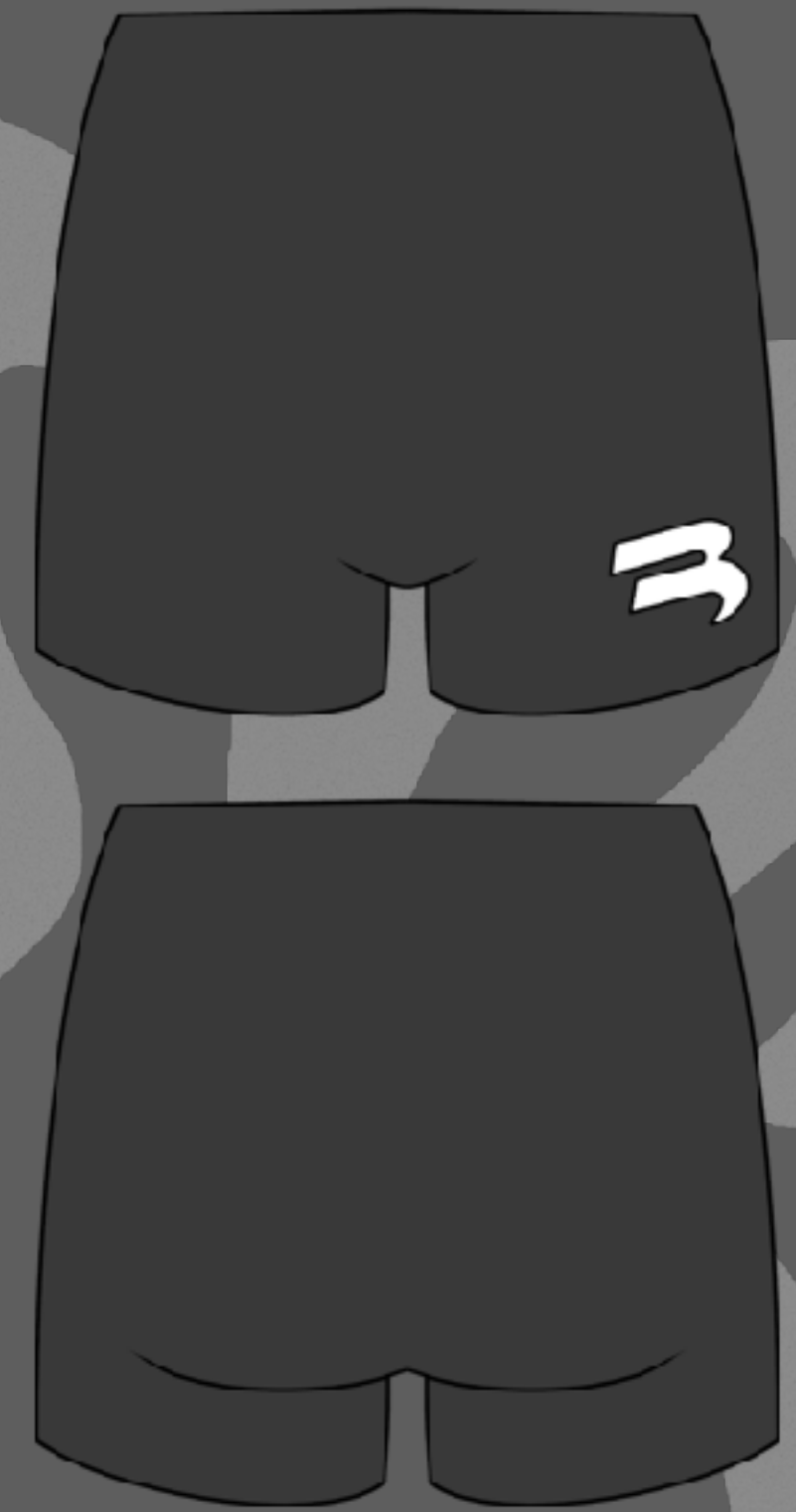
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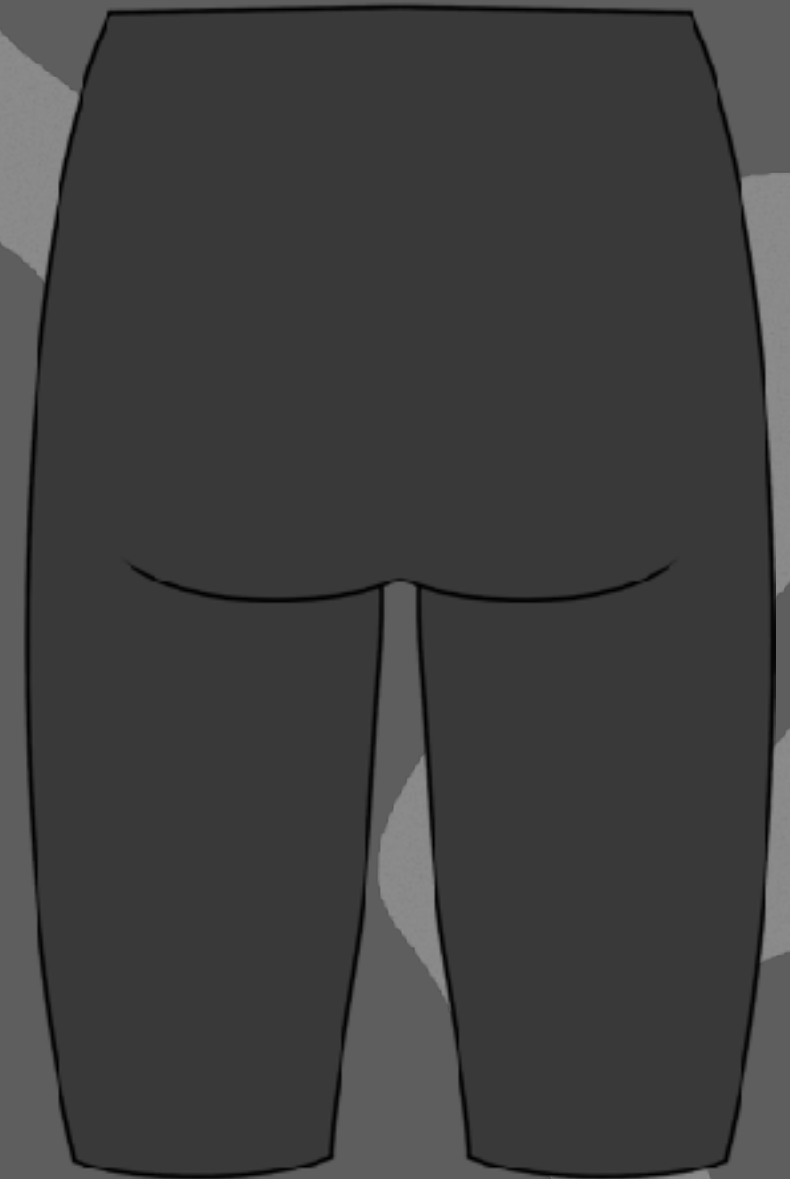
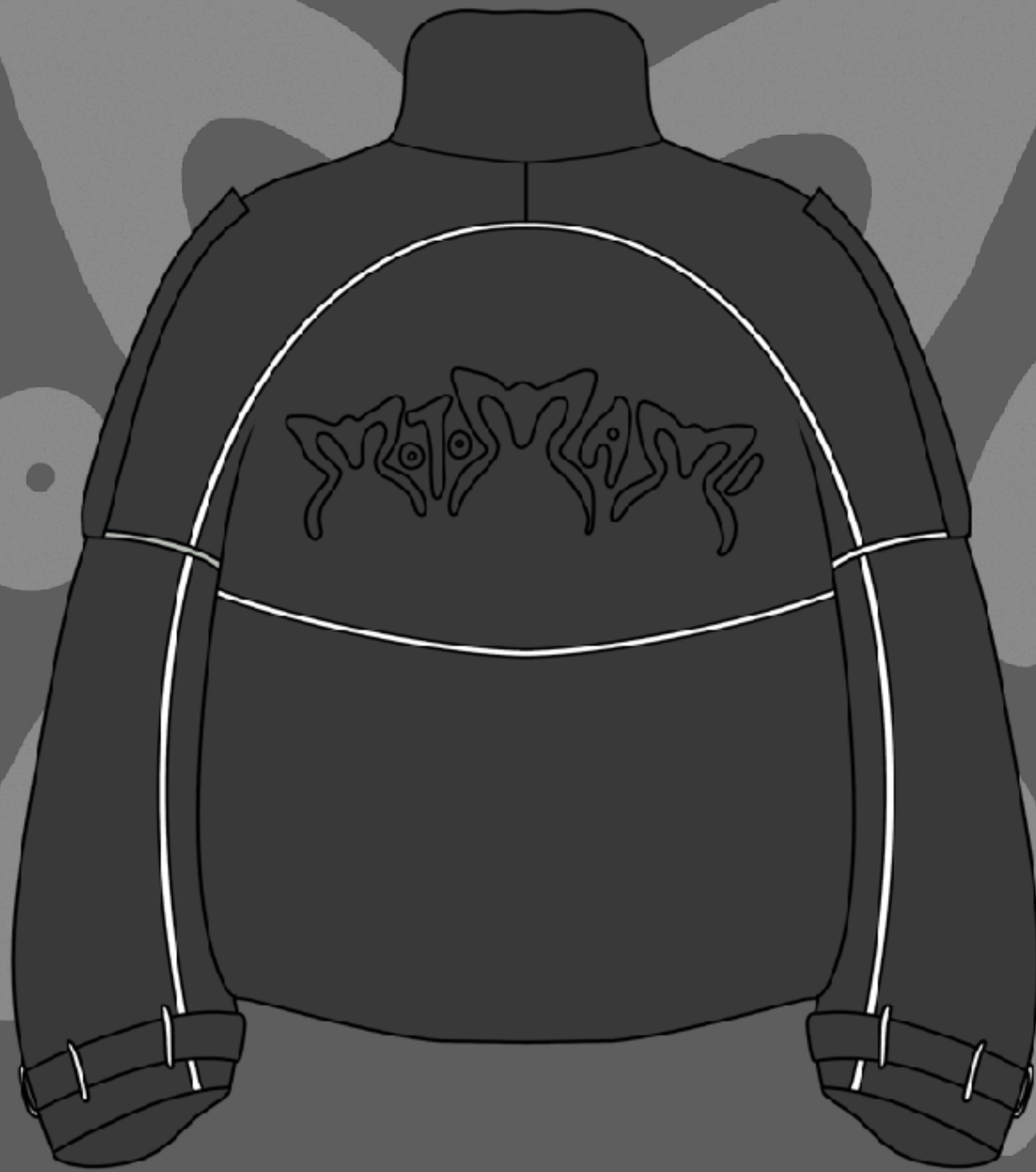
3M REFLECTIVE ACCENTS







3M REFLECTIVE ACCENTS





DESIGNS COURTESY OF ETHANLAY