

BALENCIAGA

ESTABLISHED
1919

HEADQUARTERS
Paris, France

FOUNDER
Cristóbal Balenciaga

CEO
Cédric Charbit

REVENUE
2.3 billion (2021)



Cristóbal Balenciaga Spanish fashion designer Born: 21 January 1895, Getaria,	Demna Gvasalia creative director of Balenciaga - 2015	Nicolas Ghesquière creative director of Balenciaga (1997–2012)	Creative Director & Chairman, Alexander Wang. of Balenciaga. 2012
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Spain - Died: 23 March 1972, Xàbia, Spain			
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WHAT IS BALENCIAGA'S HISTORY?

Spanish brand Balenciaga was established in the Basque Country in Spain before relocating to France and opening a boutique store in Paris in 1937 as a result of the Spanish Civil War.

Balenciaga used sleek and linear lines in the post-war era that deviated from Christian Dior's hourglass shape popularized at the time.

He revolutionized women's fashion in the 1950s, and by the 1960s had developed trademark styles such as the collar deviating from the collar bone, and the "bracelet sleeves."

Balenciaga was acquired by multinational French company Kering in 2001 – who own Yves Saint Laurent, Gucci and Alexander McQueen among others – and was pegged as the company's fastest growing brand in 2018.

CRISTÓBAL BALENCIAGA WAS BORN IN 1895 IN A SMALL VILLAGE IN GETARIA, SPAIN. AT ONLY 11 YEARS OLD, HE WAS ALREADY WORKING AS AN APPRENTICE WITH A TAILOR IN HIS COUNTRY IMPROVING YEAR BY YEAR HIS DESIGNING AND TAILORING SKILLS. AT THE AGE OF 12, HE OPENED HIS FIRST SHOP IN SAN SEBASTIÁN. AFTER THAT, HE LANDED IN MADRID AND BARCELONA. BECAUSE OF THE CIVIL WAR, HE HAD TO MOVE TO PARIS WHERE, IN 1937, HE OPENED HIS ATELIER IN AVENUE GEORGE V, ON THE THIRD FLOOR OF PALAZZO BORGHESE.

THE GOLDEN AGE 1950-60'S

THESE -TWO DECADES REPRESENTED FOR CHRISTÓBAL THE YEARS OF REVELATION THAT WOULD ELEVATE HIM AS ONE OF THE MOST ILLUSTRIOUS MASTERS OF ART COSTUME. IN

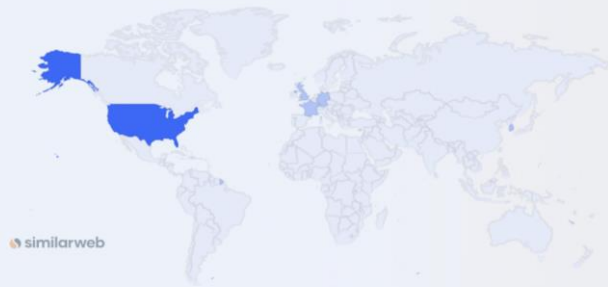
THIS PERIOD, WHEN FEMININITY WAS MANIFESTED THROUGH TAPERING SHAPES OF THE CORSETED CLOTHES AND THE "WHEELED" SKIRTS OF CHRISTIAN DIOR'S NEW LOOK, BALENCIAGA INSTEAD UNLEASHED HIS GENIUS BY GOING TOWARDS A DIFFERENT DIRECTION: HIS MISSION WAS TO FREE THE BODY THROUGH VOLUMES, SYMMETRIES, AND CHROMATIC CONTRASTS.

BRAND IDENTITY & OBJECTIVE

BALENCIAGA FOUNDED BY CRISTOBAL BALENCIAGA IN 1919, WHO WAS A SPANISH DESIGNER, THROUGHOUT HIS CAREER, HE HAS BEEN WORKING WITH VIBRANT LACE MANUFACTURING INDUSTRY TO BE THE PRODUCTION OF HIS DRESSES, HIS WORK BECAME SYNONYMOUS WITH REFINED AND SOPHISTICATED GRACE BY USING GOSSAMER TULLE AND WEIGHTLESS CHANTILLY LACE. CRISTOBAL BALENCIAGA FACED A DIFFICULT CHILDHOOD AT THE AGE OF 11 . HE DEVELOPED A SHARP INTEREST IN FASHION AND BEGAN HIS TALENT IN SEWING TO BE ABLE TO HELP HIS MOTHER AND USE HIS TALENT IN STARTING HIS OWN CLOTHING BRAND. WHEN THE WAR WAS HAPPENING IN SPAIN, WITH HAVING THREE BOUTIQUES ALREADY OPENED. CRISTOBAL HAD NO CHOICE BUT TO LEAVE THE COUNTRY AND MOVE TO PARIS. HE OPENED HIS THIRD STORE IN AVENUE GEORGE V ON AUGUST 1937 (MUTTI, 2018) . CRISTOBAL'S PASSION IN TAILORING DEMONSTRATED PROFICIENCY IN A TOUR DE FORCE ONE-SEAM COAT. WITH A RAISING QUESTION, THAT IS THE TRADITION PICASSO-MATISSE OF POST-WAR FRENCH FASHION: WHO WAS GREATER, DIOR OR BALENCIAGA? -WITH IT BEING HARD TO IMAGINE ANY EQUALITY TO BALENCIAGA'S ELEGANCE (THEN OR EVEN SINCE) THEY BOTH CANNOT BE COMPARED DUE TO THEIR OWN UNIQUENESS (MARTIN. 2018)

Geography & Country Targeting

Which countries sent the most traffic to balenciaga.com lately? Where is their core audience from? Last month United States was the top country sending desktop traffic to balenciaga.com – click below to discover all countries



Top Countries



[See all countries →](#)

Brands IPX (global): development of the Balenciaga brand worldwide from October 2017 to October 2022



Characteristic	Brands IPX development
Oct 1, '22	88.95
Sep 1, '22	90.65
Aug 1, '22	91.2
Jul 1, '22	88.84
Jun 1, '22	92.08
May 1, '22	88.27
Apr 1, '22	89.1
Mar 1, '22	86.16
Feb 1, '22	87.87
Jan 1, '22	88.39
Dec 1, '21	87.03
Nov 1, '21	85.56
Oct 1, '21	83.48

Top balenciaga.com Audience Interests

Audience interests reveal key details on the browsing interests of balenciaga.com's visitors. balenciaga.com's audience is interested in Lifestyle > Fashion and Apparel & fashion.

Top Categories



<https://www.similarweb.com/website/balenciaga.com/#overview>



The Balenciaga store in Mount Street, London.

[https://www.businessinsider.com/balenciaga-london-store-pink-fur-le-cagole-see-inside-2022-4?
r=US&IR=T](https://www.businessinsider.com/balenciaga-london-store-pink-fur-le-cagole-see-inside-2022-4?r=US&IR=T)



The price of the bags ranges from £1,450 (\$1,818) to around £2,200 (\$2,758), although this exclusive item would set you back £4,900 (\$6,143), according to a store worker.



Shoes in the line range from £625 (\$784) to £1,550 (\$1,994) for a pair of boots.

WIN THE FASHION ICON AWARD

This award was given because the star of Keeping Up with The Kardashians managed to establish himself as a pop culture icon for more than a decade, plus is now a beauty and fashion entrepreneur. He also curates the aesthet- is that millions are trying to emulate, and his continuous evolution of style has always caught the attention of fashion fans and critics alike.

Kim received the Fashion Award from last year's recipient, Trace Ellis Ross, He was wearing a tight black jumpsuit, gloves and sunglasses.

SUCCESS IN BECOMING THE MOST DEVELOPED BRAND OF THE KERING GROUP

Balenciaga is a brand that is part of the Kering Group. It turns out that of the many brands that have joined forces, Balenciaga has managed to become the most developed brand. Reportedly, this cannot be separated from the hands of Demna Gvasalia, a designer recruited by Balenciaga to create streetwear clothing aimed

HIGHLIGHTING THE SILHOUETTE IN MAKING CLOTHES

Balenciaga has a unique style in creating its fashion collections. If you pay attention, Balenciaga tends to create clothes with cuts that can give a silhouette effect. For example, wearing clothes made by Balenciaga will make you look thinner or have wider shoulders. As a result, you will look very fit, Urbaners.



<https://pagesix.com/2021/10/02/all-the-celebrities-and-more-who-hit-the-balenciaga-red-carpet-in-paris/#1>

HOW FASHION CHANGED IN 2018?

GUCCI, BURBERRY, DSQUARED2 AND SALVATORE FERRAGAMO ALL BEING THE LATEST BRANDS IN THE WAKE TO "GO CO-ED". BALENCIAGA HAS NOW ALSO FOLLOWED THE CHANGE RECENTLY, WITH COMBINING MEN'S AND WOMEN'S COLLECTIONS FOR THE FIRST TIME, IT GIVES THE FASHION INDUSTRY SENSE OF BECOMING MORE ETHICALLY AND ENVIRONMENTALLY CONSCIOUS AND SUSTAINABLE (PITHERS, 2018)

BRAND LOGO REVOLUTION

THE IDEA OF THE BALENCIAGA LOGO COMES FROM THE SIGNAGE IN A PARIS METRO STATION,

ITS AIM WAS TO CREATE SIMPLE, NEW AND TIMELESS LOGO AS A CONTEMPORARY VERSION OF THE PREVIOUS CLASSIC BALENCIAGA LOGO. THE IDEA CAME FROM MIRKO BORSCHÉ WHO

WORKED TOGETHER AS COLLABORATION WITH GIAN GISIGER TO DESIGN THE FRAMEWORK OF THE NEW BALENCIAGA LOGOTYPE.



1919 - 2013

1913 - 2017

BALENCIAGA

2017 - now

<https://logolook.net/balenciaga-logo/>

Haute Couture

HAUTE COUTURE IS FASHION THAT IS HANDMADE AND CONSTRUCTED USING EXPENSIVE AND HIGH QUALITY FABRICS, SEWN WITH EXTREME ATTENTION TO DETAILS WITH THE FINISHING OF HIGHLY EXPERIENCED SEWERS (EVA, 2018). THIS IS HOW CRISTOBAL BALENCIAGA DISCOVERED HIS TALENT IN SEWING AND CREATED HIS GARMENTS TO BE PART OF THE HAUTE COUTURE LINE. THERE IS SO MUCH MORE TO HAUTE COUTURE THAN JUST FINE HANDMADE CLOTHING, PEOPLE WHO HAVE A MORE METICULOUS EYE IN DETAIL WOULD BE MORE INTERESTED IN THE CLOTHING (ULOOP, 2018) THERE ARE MANY BRANDS THAT LINK WITHIN THE HAUTE COUTURE SUCH AS VERSACE, CHANEL, DIOR AND MANY OTHERS INCLUDING BALENCIAGA, NOT ONLY DO SOME OF THEM FOCUS ON 3D FORMATIONS THEY ALSO HIGHLIGHT TULLE & SATIN AND EMBROIDERIES TO BE ABLE TO CREATE SOMETHING THAT THEIR CUSTOMERS WANT AND CAN PURCHASE (AGUILAR, 2018). HAUTE IS ANOTHER MEANING FOR HIGH AND THE HAUTE COUTURE COMES FROM THE FRENCH WORD: DRESSMAKING. THEY ARE GARMENTS CREATED AS ONE-OFF PIECES FOR A BRAND'S SPECIAL CLIENT (BUSINESS OF FASHION. 2018)

“My boyfriend bought me a Hysteric Glamour shirt They're hard to find in the States, got me feeling couture” - Gwen Stefani

THE WAY IN WHICH BALENCIAGA IDENTIFIES THEIR CONSUMERS IS BY HAVING LOYAL CUSTOMERS THAT COME FROM THEIR FIRST EVER PRODUCT CREATION THAT HAD A MORE ELEGANT FEEL TO IT BRAND LOYALTY IS VERY IMPORTANT WITHIN A BUSINESS. IT IS THE WAY IN WHICH CONSUMERS STAY COMMITTED TO THE BRAND, WITH MAKING REPEATED PURCHASES REGARDLESS OF THE CONVENIENCE OR HOW MUCH IT MAY BE INVESTED (WIKIPEDIA, 2018). INITIALLY AS THE BRAND BEGINS TO GROW AND ENTER THE 21ST CENTURY, THEY BEGAN TO MODERNIZE THEIR CLOTHING TO MEET THE NEEDS OF THE YOUNGER AUDIENCE AS 45% OF THE GLOBAL PERSONAL LUXURY GOODS MARKET ACCOUNTS FOR THE YOUNGER GENERATION WHO ARE THE MILLENNIALS (SOLOMON, 2018)

WITH THE FINDING OF REPORTS, BALENCIAGA HAS BEEN RANKED ONE OF THE MOST POPULAR BRANDS IN THE WORLD, BEATING GUCCI IN THE NUMBER ONE SPOT AT THE PARIS-BASED BRAND BEAT LAST QUARTER'S VICTORY (KIRKPATRICK, 2017) .

COLLECTIONS

THIS FULL EVENING COAT OF AMERICAN BEAUTY RED VELVET HAS MELON OR PUMPKIN SLEEVES, DOUBLE CIRCULAR CAPE COLLAR CONCEALS WHERE THE FRONT IS GATHERED AT THE NECK AND THE SHORT BACK YOKE TO WHICH A FULL BACK GATHERED, THE TREMENDOUS BALLOON SLEEVES ATTACH TO A TURNBACK CUFF.

MARKETING STRATEGIES

Balenciaga was founded by Cristóbal Balenciaga who is a Spanish designer making Balenciaga a designer brand. They've become a high end brand which makes very trendy streetwear now but they also make very avant garde clothes. Balenciaga, as mentioned before, has collaborated with a number of well known designers like Andre Courages and Hubert De Givenchy.

Now let's talk about demographics that the brand targets. So, Balenciaga designs products for men and women. They have a collection for all age groups from toddlers to people in their 40s. They have a range of clothing from streetwear to formalwear. Balenciaga also has a number of gender neutral clothes and accessories making them gender neutral. They mainly target people who are a part of the higher strata of society, They sell products worldwide. These are people who religiously follow fashion although Balenciaga also caters to people who like to stay simple.

THE CREATIVE DIRECTOR OF BALENCIAGA, DEMNA GVASALIA, HAS CREATED MEME PRODUCTS THAT ARE SELLING DUT WORLDWIDE. (BANSAL I. 2020) MEME-BAITING OR MEME MARKETING IS WHEN A PIECE OF ARTWORK OR OTHER STRIKING VISUAL IS CREATED AND USED AS A BAIT TO GET OTHERS TO OPT-IN AND SHARE, WITH THE SOLE OBJECTIVE DF GIVING THE ORIGINAL BRAND OR PRODUCT A BOOST IN REACH AND ATTENTION. (BANSAL I. 2020) BY ADOPTING THIS MARKETING STRATEGY, BALENCIAGA MANAGED TO NOT ONLY SPEAK WELL WITH THE MEME-FLUENT AUDIENCE: MILLENNIALS (WHO NOW REPRESENT MORE THAN 60% OF THE LABEL'S CONSUMERS) BUT ALSO MADE THE BRAND MORE ACCESSIBLE. (BANSAL I. 2020)

TARGET MARKET

YOU WOULD THINK OVER-THE-SHOULDER, CROPPED JACKETS ARE THE ONLY WAY THE STAR ENJOYS HER DENIM. CONTINUING HER LATE-NIGHT WALK ACROSS HOLLYWOOD ON SUNDAY, BADGALRIRI (RIHANNA) ONCE AGAIN TURNED TO THE 90S FOR A TOO-COOL- TO-CARE LOOK THAT INCLUDED A GRAPHIC, LINGERIE- INSPIRED DRESS WITH AN OVERSIZE DENIM JACKET THAT HIT JUST BELOW THE KNEE.



<https://www.vogue.com/article/rihanna-summer-fur>

<https://fashionpoliceng.com/fashion-news/rihanna-balenciaga-hottest-brand/>

HERE YOU SEE RIHANNA ROCKING THE SIGNATURE BALENCIAGA SCARF WITH HER MONOCHROMATIC LOOK IN CZECH REPUBLIC TURNING MANY HEADS.

ADVANTAGES AND DISADVANTAGES OF STP?

ADVANTAGES-

- Balenciaga uses good market for their products.
- This company hire top designer to made their products

- They are more looking for the high quality products.

DISADVANTAGES-

- High prices
- They only rely on celebrities to promote their products

HOW MUCH IS BALENCIAGA?

THE PRICING DEPENDS ON ITEM YOU BUY, HOWEVER THE READY TO WEAR COLLECTION VARIES FROM A LARGE RANGE OF ITEMS. THE LOWEST COSTING ITEM £100 TO £4200 BALENCIAGA PRINTED BIKER JACKET. THIS DEFINITELY MAKES BALENCIAGA A LUXURY BRAND.

TOP 11 MOST EXPENSIVE BALENCIAGA

1. Balenciaga Laser-Cut Faux-Fur Coat – \$15,745
2. Fake Fur Coat – \$8,100
3. Balenciaga Crocodile Work Bag – \$7,650
4. Balenciaga Bombardier Shearling Jacket – \$4,800
5. Balenciaga Biker Jacket – \$4,700
6. Balenciaga Leather Coat – \$3,800
7. Balenciaga Oversized Down Jacket With Hood – \$2,850
8. Balenciaga Shearling Scarf – \$2,795
9. Balenciaga Ville Logo Duffle – \$2,590
10. Balenciaga Reversible Bomber – \$2,295
11. Balenciaga Hand-Drawn Graffiti Jacket – \$2,190

ONE OF THE CHEAPEST ITEMS- PARIS COFFEE CUP IN BLACK
£ 90 Paris Coffee Cup in black porcelain



https://www.balenciaga.com/en-gb/paris-coffee-cup-black-809907444.html?gclid=CjwKCAjw5pShBhB_EiwAvmnNV6GtDzqohqdhdu3xZJgV8Sf2FuW0GLA6y04ydzUvDEm37Th7royFLRoCe5UQAvD_BwE&qclsrc=aw.ds

Evaluation

WHEN RESEARCHING THE BALENCIAGA BRAND. IT GAVE ME A MORE IN-DEPTH INSIGHT OF THE BRAND SUCH AS HOW MUCH THEY HAVE CHANGED SINCE FIRST STARTING, THEIR MANY AMAZING IDEAS ARE PART OF THE REASON AS TO WHY THEY HAVE COME SO FAR WITH THE CREATION OF THEIR GARMENTS AND PRODUCTS. BEING ONE OF THE TOP LUXURY BRANDS AROUND THE WORLD WITH THE HELP OF THEIR DIFFERENT CREATIVE DIRECTORS IS SOMETHING MANY OTHER BRANDS AND PEOPLE ADMIRE.

ALEXANDRA WANG WHOM IS THE SECOND TIME RUNNING THE CREATIVE DIRECTOR OF THE BRAND, HIS IDEAS REALLY STEPPED UP THE BRANDS NAME AND MADE IT SOMEWHAT COOL TO WEAR FOR EVERYONE, HE MAY NOT HAVE HAD THE DEPTH CRISTOBAL BALENCIAGA DID, BUT HIS IDEAS DID NOT DOWNGRADE THE BRAND.

ESPECIALLY NOT WITH THE SPRING/ SUMMER CAMPAIGN, HE DIRECTED IN 2014 FEATURING THE MODEL DARIA WERBONY. BALENCIAGA HAS HAD MANY CREATIVE DIRECTORS WHO HAVE PUSHED THE BRAND TO THE NEXT LEVEL AND BE CULTURAL. I BELIEVE PEOPLE THAT SURROUND THE DESIGNERS GIVES THE BRAND BIGGER STRUCTURES THE IDEA FOR BALENCIAGA TO BE MORE "READY-TO- WEAR" RATHER THAN ALL ABOUT HAUTE COUTURE WAS ONE OF THEIR BEST IDEAS, IT HELPS OTHERS RELATE TO THE BRAND AND EVEN MYSELF/WHO BELONG IN THE MILLENNIAL CYCLE CAN SEE MYSELF BUYING THE BALENCIAGA PRODUCTS.

NICOLAS GHESQUIÈRE

BEFORE NICOLAS GHESQUIERE TOOK OVER. BALENCIAGA AS THE CREATIVE DIRECTOR IN 1997, HE VOICED OUT MANY GREAT IDEAS BUT DOING FURTHER RESEARCH ON HIM, IT LOOKED LIKE HE DIDN'T ENJOY HIS TIME THERE AND HIS AMBITION FOR THE HOUSE WERE NO LONGER COMPATIBLE WITH BALENCIAGA'S MANAGEMENT: HEARING PEOPLE SAYING, 'YOUR STYLE IS SO BALENCIAGA NOW, IT'S NO LONGER NICOLAS GHESQUIERE, IT'S BALENCIAGA STYLE' CAN BE VERY DEHUMANIZING. BEING SUCKED DRY IS HOW NICOLAS FELT AS IF THEY WANTED TO STEAL HIS IDENTITY, WHICH LEAD TO THE PPR GROUP ANNOUNCING HIS DEPARTURE AFTER 15 YEARS OF COLLABORATION.

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