

ILIESS

BALENCIAGA

Innovation in Modern Luxury



A black and white portrait of Cristóbal Balenciaga, a man with dark hair, wearing a dark suit, white shirt, and a patterned tie. He is looking slightly to the left of the camera with a serious expression. The background is a soft, out-of-focus grey.

01

BRAND OVERVIEW

Founded: 1917 by Cristóbal Balenciaga

Identity (DNA):

- Architectural silhouettes
- Avant-garde couture
- Luxury streetwear
- Cultural provocation

Target: Global Gen Z & Millennials seeking bold luxury

CRISTÓBAL
BALCENCIAGA

MIREN ARZALLUZ

02

DESIGN INNOVATION



- Oversized tailoring
- Triple S & luxury sneaker culture
- 3D-printed couture pieces
- Experimental silhouettes & materials
- Fashion narratives mixing irony & culture



03

TECHNOLOGICAL INNOVATION

- Afterworld: video-game fashion show
- Virtual reality campaigns
- Digital avatars / Fortnite partnership
- 3D printing & digital prototyping
- AI-driven creative processes



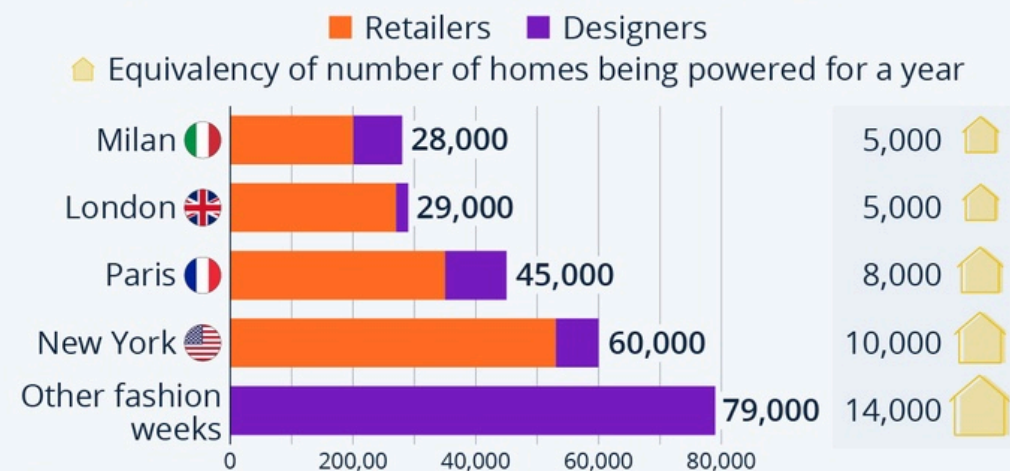
04

SUSTAINABILITY

- Recycled / bio-based materials
- Regenerated nylon & responsible wool
- Durable craftsmanship

The Hidden Carbon Footprint of the Fashion Industry

Carbon emissions from the travel associated with the ready-to-wear wholesale buying process (tCO₂e)*



241,000 This is equivalent to lighting up Times Square, NYC for 58 years

* Includes travel to and from major fashion weeks by approx. 11,000 individual retail buyers and 5,096 designers over a 12-month period beginning Spring/Summer 2018.

Source: Zero to Market: Carbon Trust & ORDRE



statista

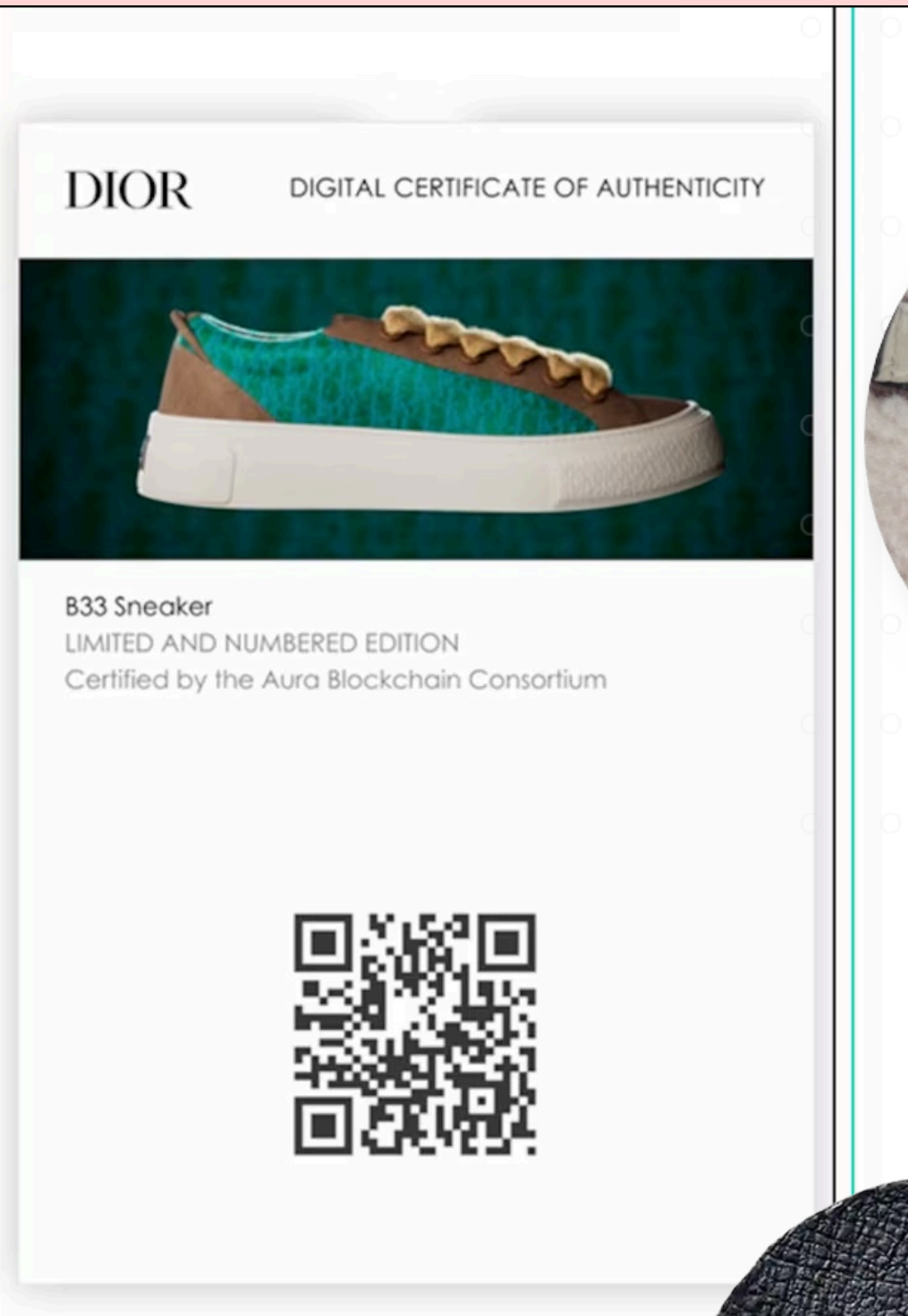


- Reduction of carbon footprint
- Improved transparency & traceability

05

FUTURE IMPROVEMENTS

- Circular luxury (repair / buy-back / upcycling)
- Digital product passports (blockchain)
- Vegan & lab-grown materials
- Carbon-negative textile innovations



06

INTERNATIONAL STRATEGY

01

GLOBAL STRATEGY: STANDARDIZATION

Strong and consistent brand codes worldwide

02

LOCAL ADAPTATION:

- China-specific marketing
- Influencers & KOLs
- Regional product adjustments
- Market-specific flagship experiences



CONCLUSION

Balenciaga stands at the crossroads of heritage and digital disruption.

A house born from the hands of Cristóbal Balenciaga now shapes the future of fashion through technology, culture, and bold innovation.

Today, the brand is recognized as a leader in design and tech-driven creativity, influencing not only luxury, but the global aesthetic itself. Its impact is felt in runways, gaming worlds, digital spaces, and street culture.

Yet, one challenge remains: building a more sustainable future. And it is precisely this tension — between tradition and transformation — that pushes Balenciaga to reinvent itself.

Balenciaga is not just following the evolution of modern luxury. It continues to redefine it.