

LXMT 740

# BALENCIAGA

*Lamborghini*

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# BALENCIAGA



# ABOUT THE BRAND

Balenciaga is a French luxury fashion house founded in 1917 by Spanish designer Cristóbal Balenciaga, known as “the master of couture” for his sculptural silhouettes and architectural tailoring. After moving to Paris in 1937, he redefined women’s fashion with innovative designs such as the cocoon coat and sack dress. Following his retirement in 1968, the brand paused until it was revived and became part of the Kering Group in 2001.

Today, under the creative direction of Demna Gvasalia, Balenciaga fuses high fashion with street culture, using bold proportions, digital influences, and social commentary to redefine modern luxury while preserving its avant-garde spirit.



# VISION

To be recognized as a pioneering cultural force in luxury fashion, where creativity, innovation, and technology intersect to reshape how people perceive and engage with style.

# MISSION

To push the boundaries of design and challenge conventional notions of luxury by crafting high-quality, artful pieces that celebrate individuality, inclusion, and sustainable practices — while empowering diverse talents around the world to contribute to our creative future.

# HISTORY

## BALENCIAGA

**1917**

Spanish designer Cristóbal Balenciaga founded the Balenciaga fashion house in San Sebastián, Spain.

Due to the Spanish Civil War, he relocated to Paris and opened his couture house.

**1937**

Balenciaga revolutionized women's fashion with the cocoon coat, sack dress, and balloon jacket, earning the title "The Master of Couture."

**1940S-  
1960S**

Cristóbal Balenciaga retired, and the brand ceased operations.

**1968**

The brand was revived with the launch of a ready-to-wear line.

**1986**

Balenciaga was acquired by the Kering Group, entering a new era of global expansion.

**2001**

Nicolas Ghesquière served as Creative Director, modernizing the house's aesthetic.

**1997-  
2012**

Alexander Wang brought minimalism and sporty influences.

**2012-  
2015**

Demna Gvasalia took over as Creative Director, merging high fashion with street culture and relaunching Balenciaga's haute couture line.

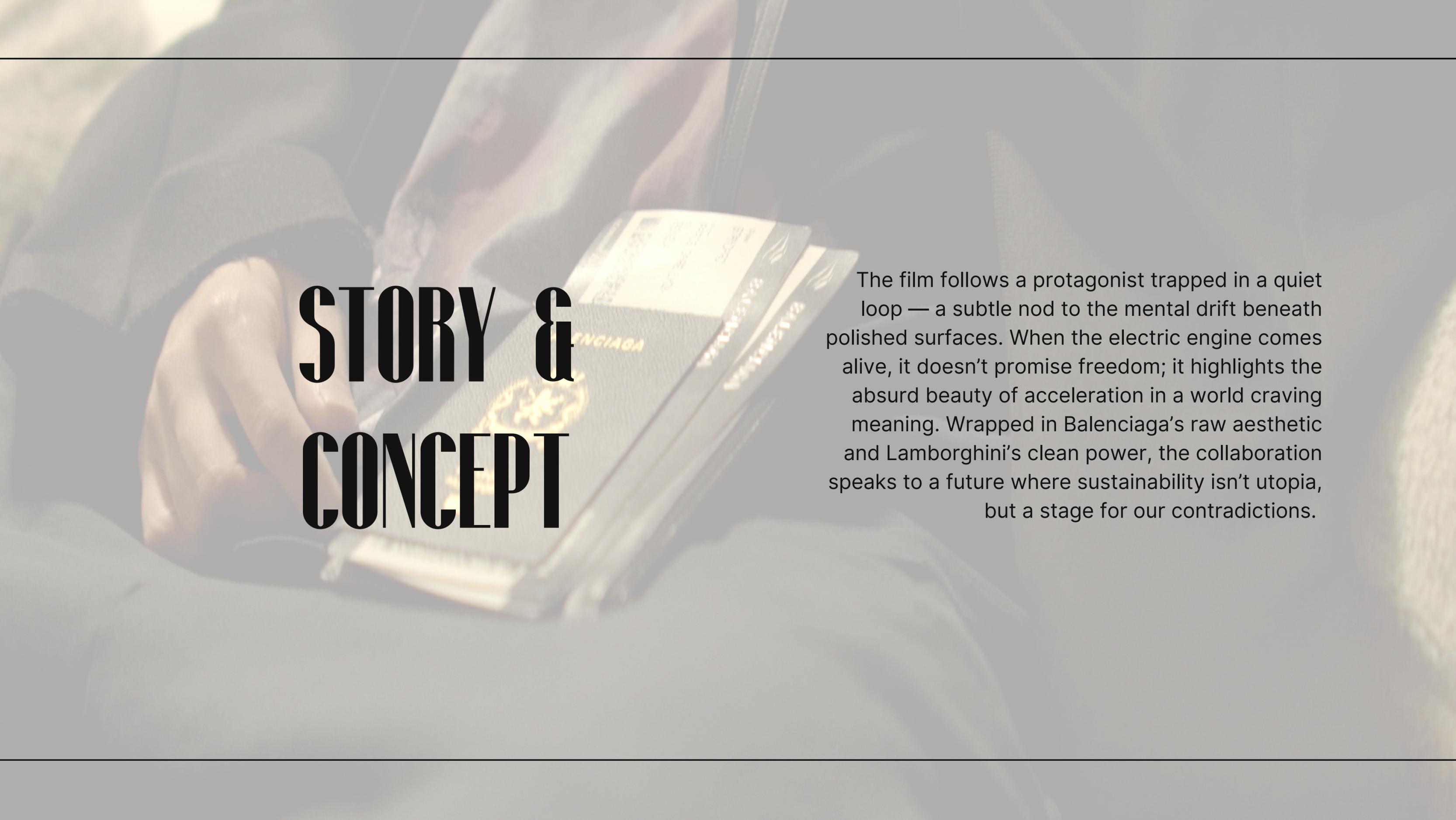
**2015-  
PRESENT**

# PAST CAMPAIGNS



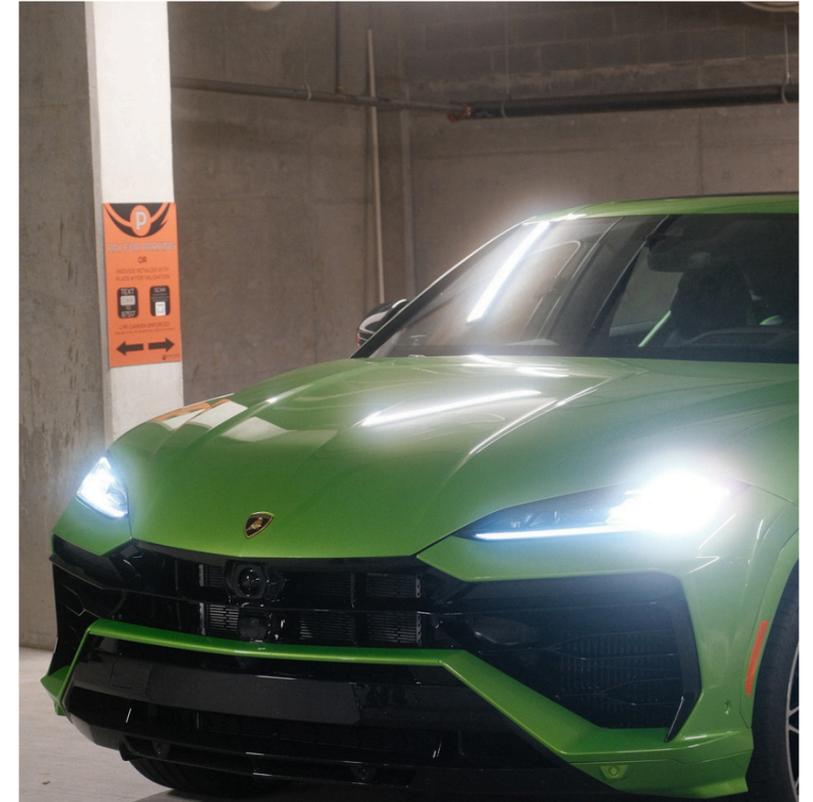
Balenciaga's past campaigns showcase the brand's tension between luxury and rebellion, turning fashion into a form of cultural commentary. Under Demna Gvasalia, the house challenges conventions through bold visuals and unexpected storytelling.

Iconic moments include the Fall/Winter 2022 "Mud Show", symbolizing chaos and resilience; the Fall 2021 "Virtual Red Carpet", blurring fashion and digital fantasy; and the 2023 "Paris Streets" campaign, capturing raw urban realism. Each project reinforces Balenciaga's message — luxury as attitude, not status.

A close-up, slightly blurred photograph of a person's hands holding a dark-colored passport. The passport cover features the Balenciaga logo and the word 'BALenciAGA' in gold lettering. The person is wearing a dark jacket. The background is out of focus, showing what appears to be the interior of a car.

# STORY & CONCEPT

The film follows a protagonist trapped in a quiet loop — a subtle nod to the mental drift beneath polished surfaces. When the electric engine comes alive, it doesn't promise freedom; it highlights the absurd beauty of acceleration in a world craving meaning. Wrapped in Balenciaga's raw aesthetic and Lamborghini's clean power, the collaboration speaks to a future where sustainability isn't utopia, but a stage for our contradictions.



# MOODBOARD

The mood of the film is cold, surreal, and quietly confrontational — a luxury dreamscape that feels both hypnotic and uncomfortable. The atmosphere is drenched in sterile blue-gray tones, with sharp contrasts between shadow and electric light. Every movement is slow, deliberate, as if time itself is stuck in a loop.



# SHOTLIST & PROPS

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**01**

## **SCENE 1 - The Lowery Appaertment**

- *Hand repeatedly taps the elevator button.(3 angle)*
- *Walking on Empty hallway( back/ front/ detail/ Head)*
- *TV screen flickering Balenciaga (over shoulder/ closeshot tv)*

**02**

## **SCENE 2 - Arya Appartment Parking Lot**

- *Detail of the car*
- *Detail of the Style*
- *Driving*
- *Whole Outfit*
- *Walk in and out of the car*

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**03**

## **Props**

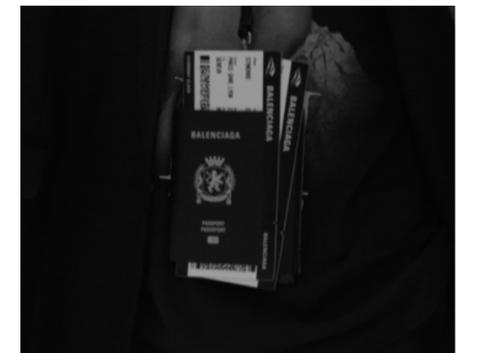
- *Balenciaga Outfit 2 set*
  - *Lambogini Urus*
-

# STYLISTIC DIRECTION

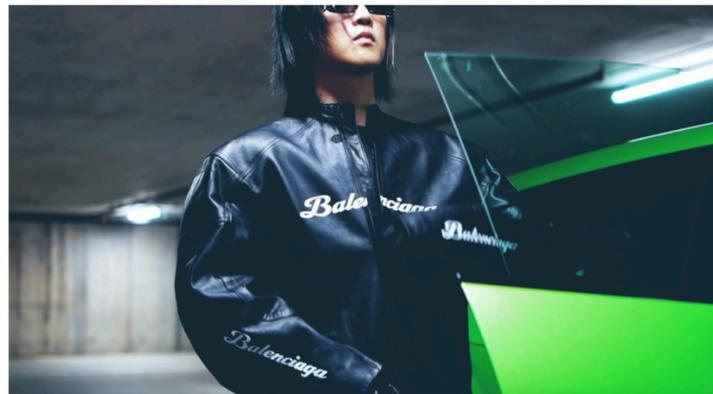
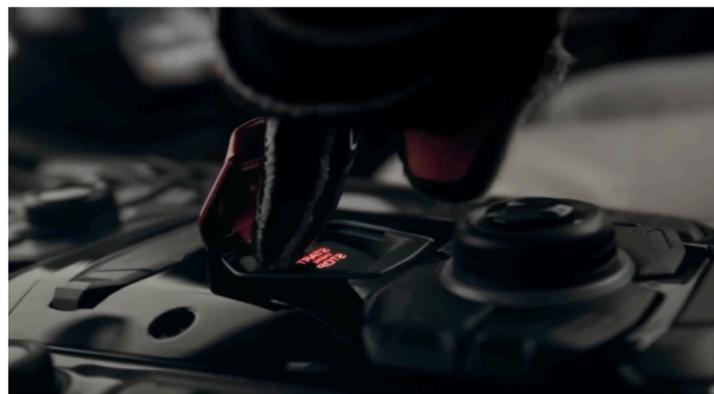
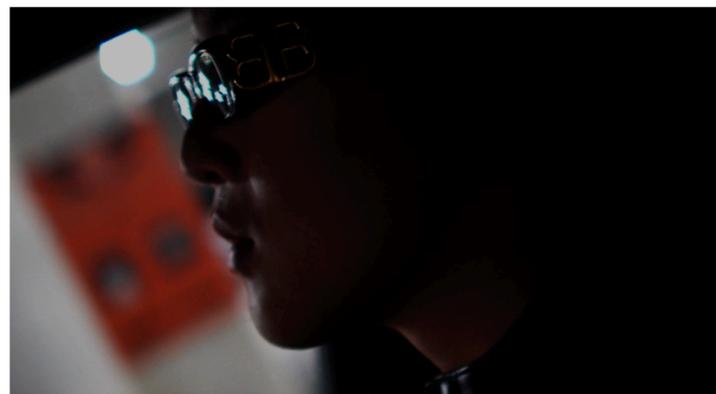
Look 1



Look 2



# STORY BOARD



# TIMELINE



Week 0.5

Week 1

Week 1.5

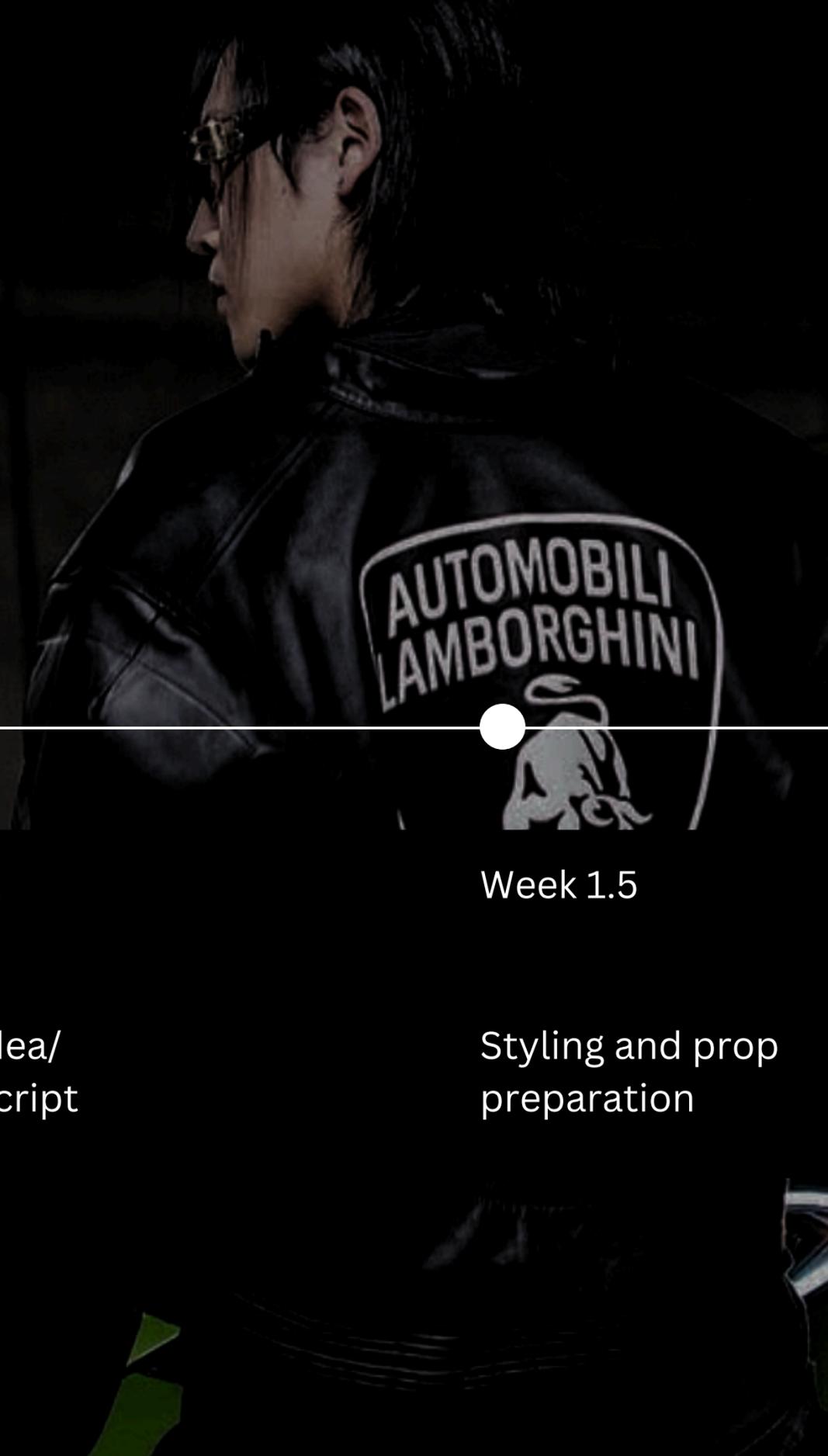
Week 2

Sketch the idea/  
moodboard

Final Idea/  
Final Script

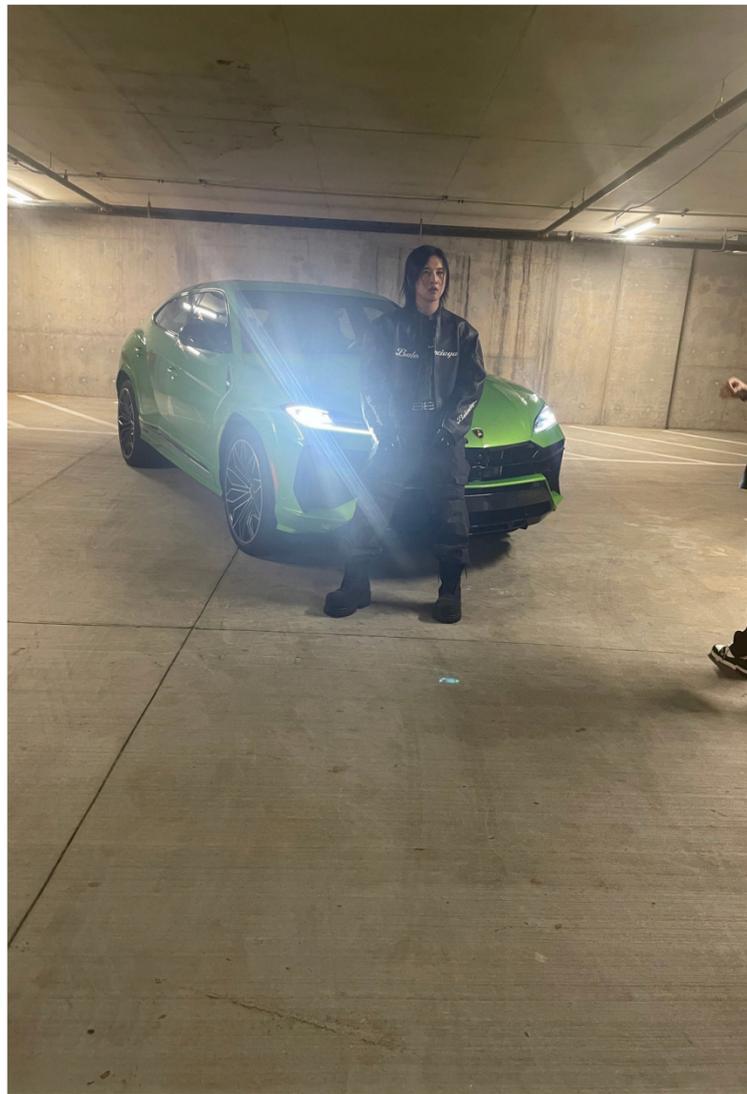
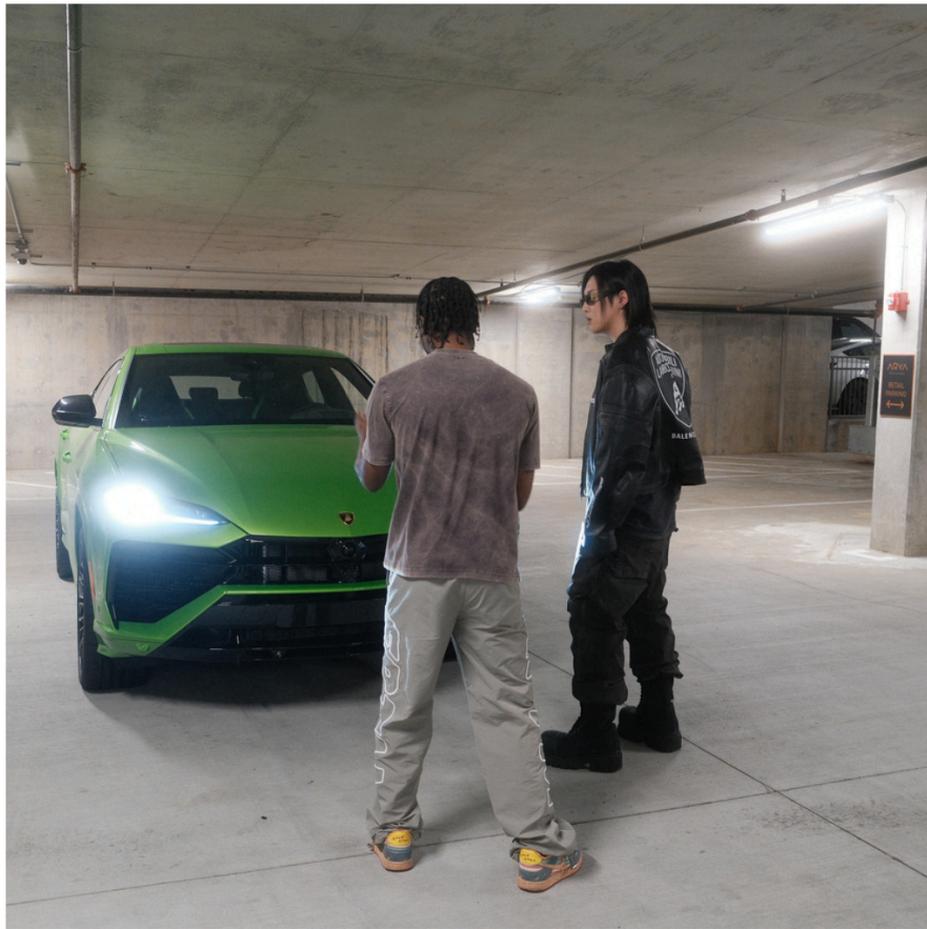
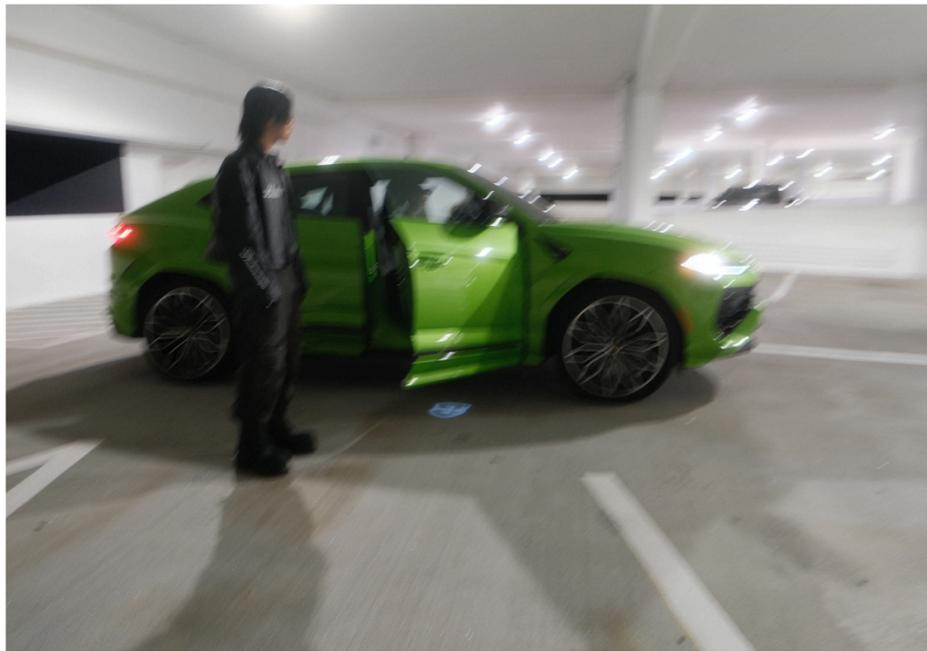
Styling and prop  
preparation

Film and Edit





# BEHIND THE SCENES



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# CAMPAIGN ROLLOUT

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# TARGET CUSTOMER

Modern luxury consumers are no longer content with superficial glitz; they seek depth, identity, and contradiction. They view fashion and technology as tools for self-reflection and cultural commentary, not simply as status symbols.

They live in motion but contemplate in silence.  
They gather contradictions—fast machines, slow mornings, wild beauty, quiet rebellion.  
They are modern observers, raised in an atmosphere of technology, art, and the absurd.

# THEY

# ARE

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**Age**

*24 - 38*

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**Gender**

*Inclusive, Genderless*

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**Income Level**

*Upper-middle to high (creative class, entrepreneur, tech or arts)*

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**Location**

*Global creative capitals (Atlanta, New York, London, Berlin, Tokyo, Shanghai)*

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**Lifestyle**

*Urban, Digital, Globally mobile, Drawn to irony, conceptual aesthetics, and authenticity.*

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**Psychology**

*They are thinkers masquerading as trendsetters—conscious, connected, and restless.*

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# PERSONA 1

*Luca Ferrari*

## Profile

Age: 28

Occupation: Creative Director / Tech Entrepreneur

Location: Berlin, Seoul, or London

Style: Structured, monochrome, functional yet bold

Values: Innovation, restraint, architectural beauty

## Behavior Insight

He is driven by the beauty of precision. He sees design as control, emotion as geometry.

For him, luxury is silence — an unspoken statement of mastery.



# PERSONA 2

*Alexia Moon*

## Profile

Age: 26

Occupation: Fashion Curator / Model / Visual Influencer

Location: Paris, Shanghai, New York

Style: Oversized tailoring, gender-neutral silhouettes, dark avant-garde

Values: Individuality, detachment, art as self-protection

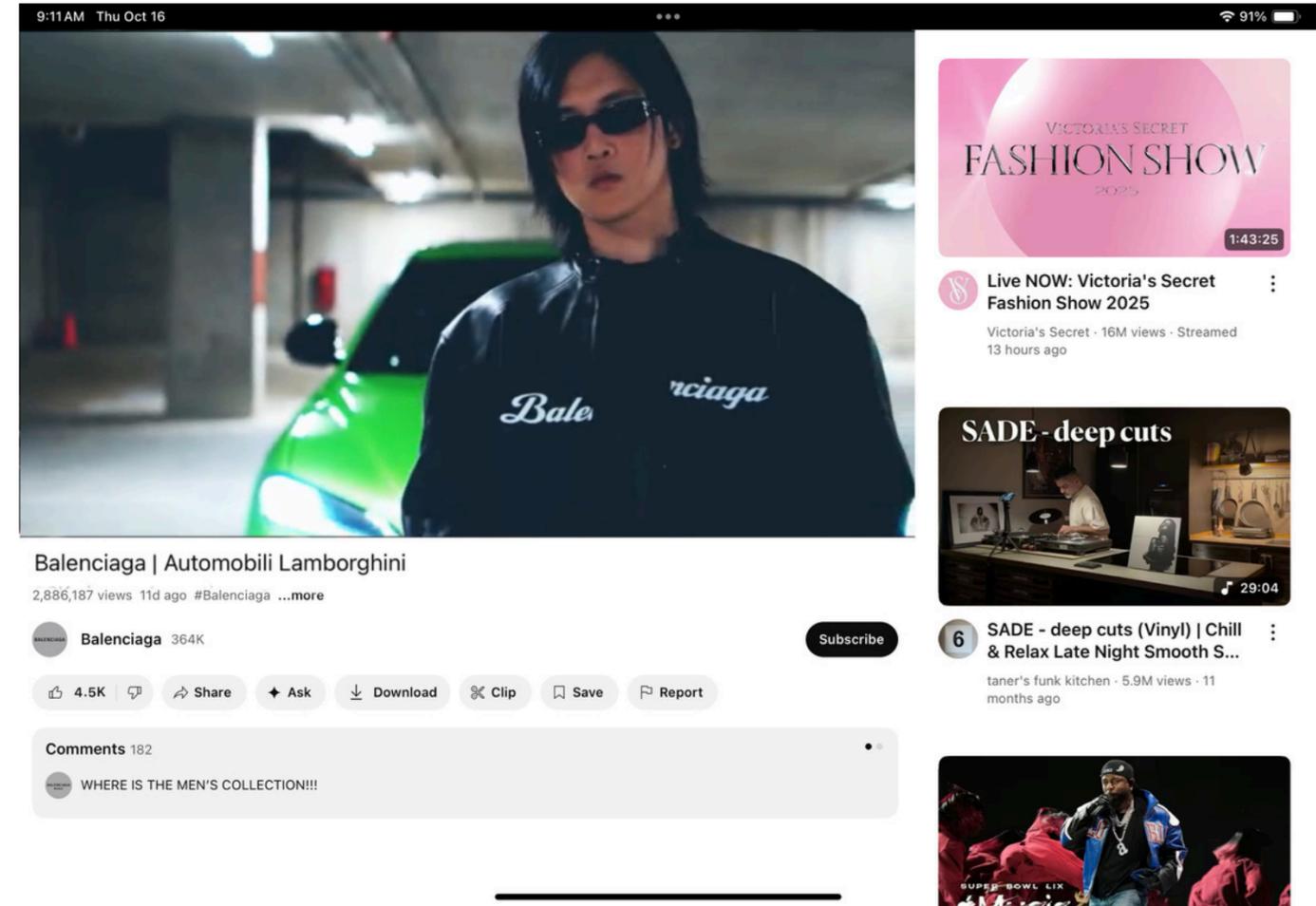
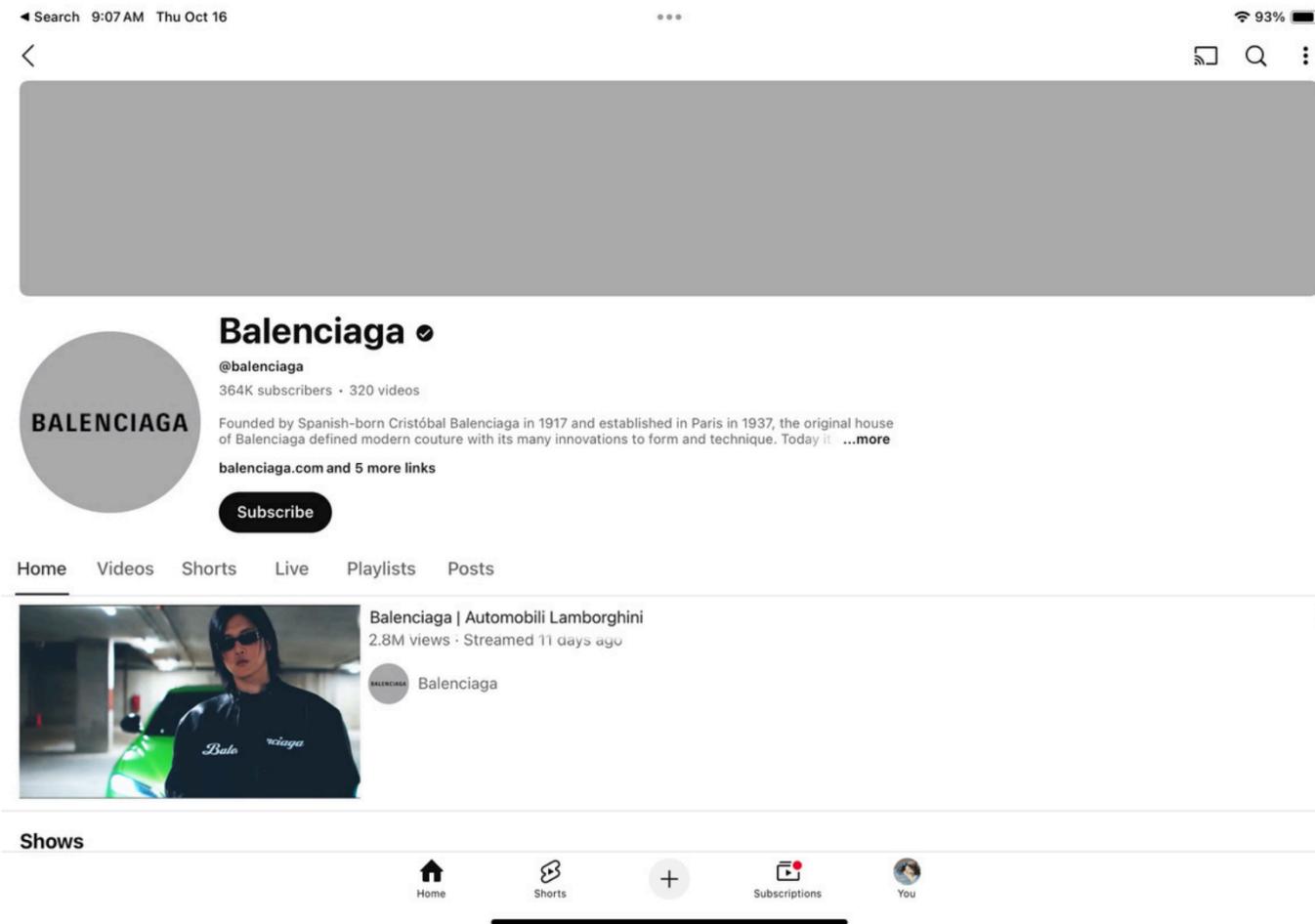
## Behavior Insight

She lives between night and neon. Her world is concrete, chrome, and silence.

She doesn't follow trends — she performs her own version of isolation.



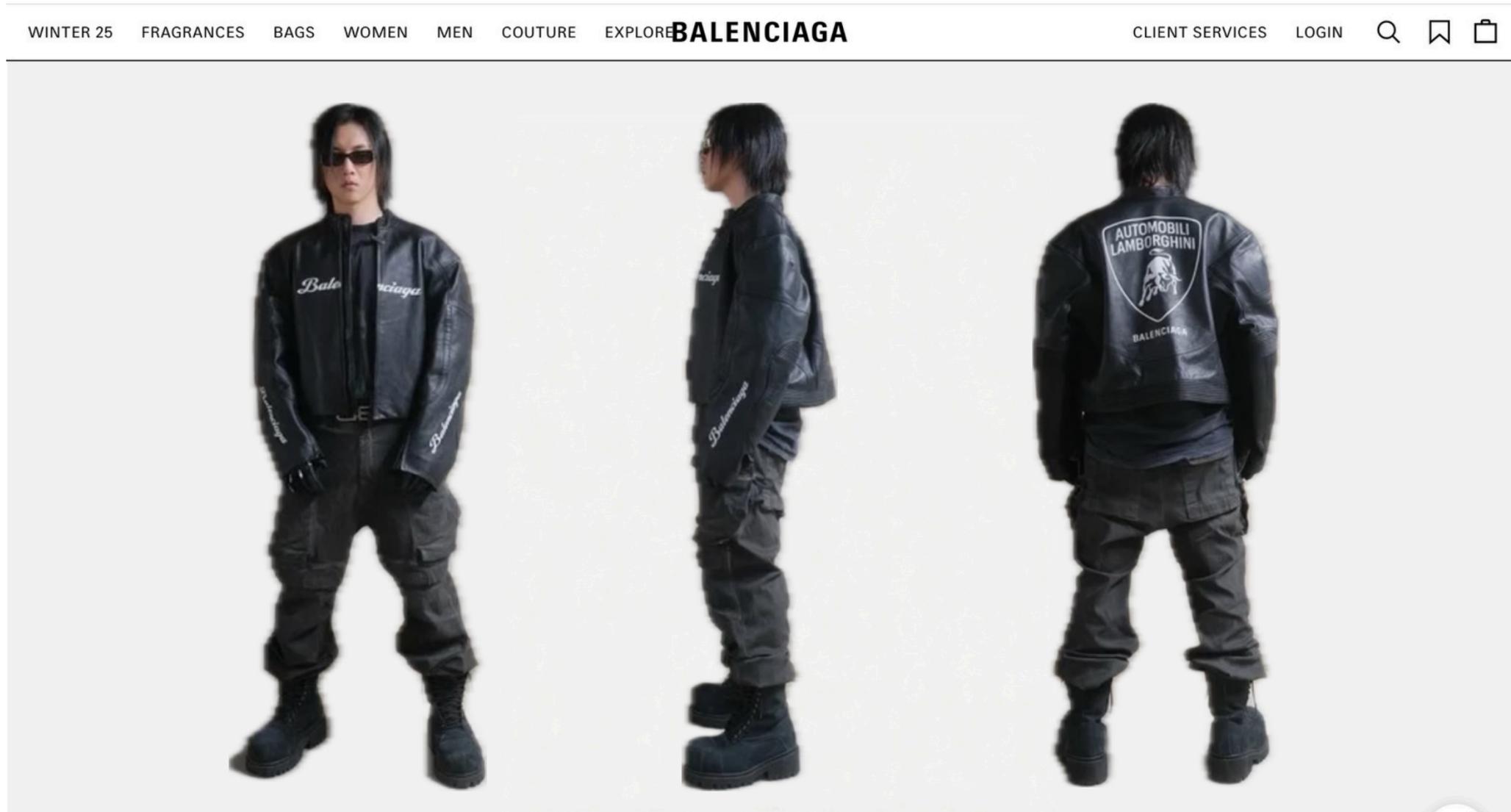
# SOCIAL MEDIA STRATEGY



# YOUTUBE

# SOCIAL MEDIA STRATEGY

## WEBSITE INSTAGRAM





# MESSAGE

## Core Message

*Fast Silence.*

Motion and stillness, chaos and control, collide — redefining what luxury feels like in a world seeking meaning.

## Supporting Taglines

- *Awareness in acceleration.*
- *Where velocity meets vision.*
- *Beauty is contradiction, and innovation is reflection.*

## Tone of Voice

- Philosophical minimalism
- Raw, restrained, and cinematic
- Balenciaga's irony + Lamborghini's precision

# LANGUAGE

## **Keywords**

*Velocity / Reflection / Paradox / Silence / Power / Loop / Awakening*

## **Hashtag direction**

*#FastSilence / #InMotionWeThink / #BalenciagaLamborghini*

## **Copy style**

*Fragmented, poetic, almost meditative (e.g. "Speed hums. Shadows breathe. Luxury redefines itself.")*



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**THANK YOU!**

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