

WARNING

WARNING

WARNING

WARNING

# BALENCIAGA

IS THERE ANYTHING WORSE THAN  
NOT BEING TALKED ABOUT?

Team 1A | Beatrice Lidia Rosa Allievi - Daniel Castro Jimenez - Francesca Scriboni

WARNING

WARNING

WARNING

WARNING

WARNING

WARNING

WARNING

WARNING

WARNING

WARNING

# Background & History



**1919**

Cristóbal Balenciaga opens the first haute couture house in Spain

**1950-60**

"Balenciaga is revolutionizing the women's fashion world!"

**1986**

Jacques Bogart buys the rights of Balenciaga and re-opens the fashion house

Succession of several creative directors to restore the elite status. Nicolas Ghesquière and Alexander Wang as the most successful figures

**1937**

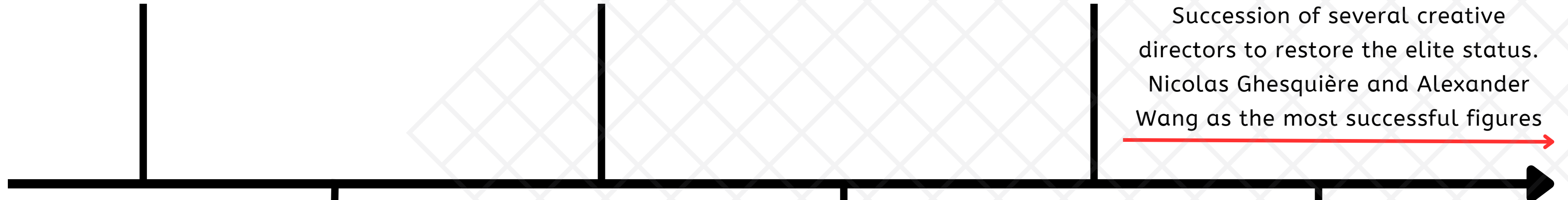
Balenciaga moved to Paris due to the Spanish Civil War

**1968**

Cristóbal Balenciaga closes the fashion house and died in 1972

**2001**

The Kering group acquired Balenciaga





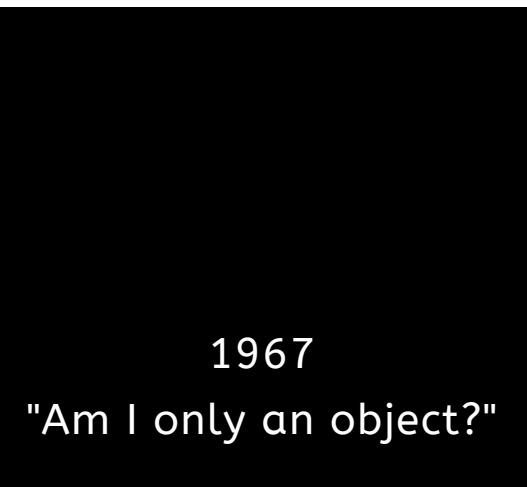
# Balenciaga's communication style



1951  
"I don't need a man, I can do it myself"



2022  
"What is society?"  
"Ask Springfield!"



1967  
"Am I only an object?"




2019  
"Oh, but what is body dysmorphia?"






# NOVEMBER 16TH 2022

 The Sun

## Fashion designer Balenciaga slammed for 'creepy' ads showing kids holding warped BONDAGE teddy bears...

"That is a very uncomfortable image," another added. Read More on The Sun. We're...

 WWD


## Balenciaga Mired In Controversy for Ad Campaign Depicting

...  
The Gift holiday campaign featured children posing alongside a variety of items, including handbags shaped like stuffed bears dressed in bondage...

 The New York Times


## What to Know About Balenciaga's Campaign Controversy

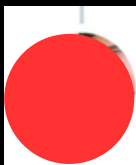
One campaign featured photos of children clutching handbags that look ... fueled by allegations that Balenciaga condoned child exploitation.

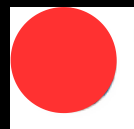
 New York Post

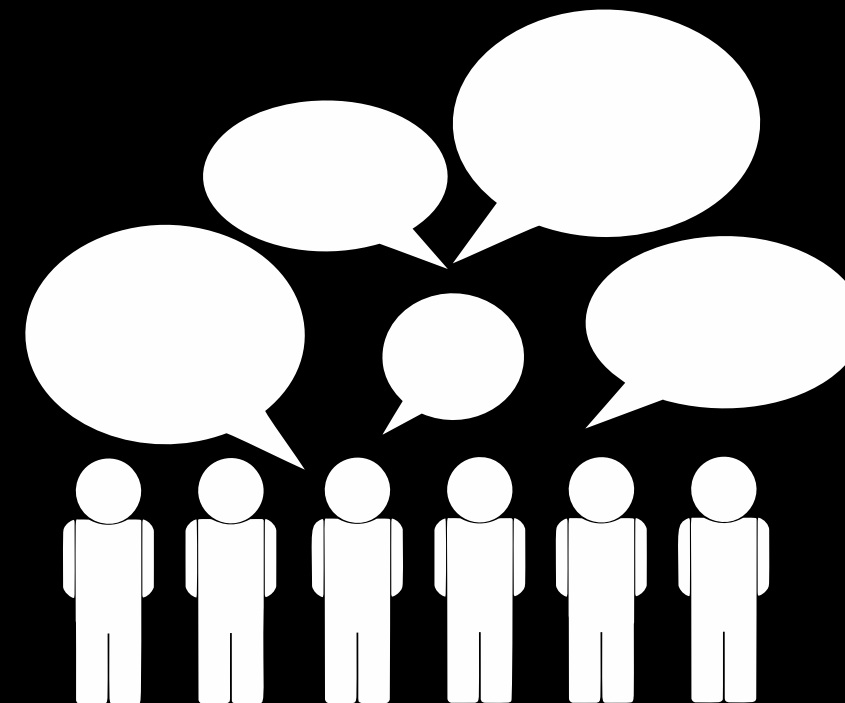
## Balenciaga under fire over 'creepy' ads of kids with 'bondage outfits'

Balenciaga under fire over 'creepy' ads of kids with 'bondage outfits' ... Yes, these are children holding teddy bears dressed in bondage...

  
@ [REDACTED]  
Replying to [REDACTED]  
Balenciaga Is Promoting Pedophilia!!!

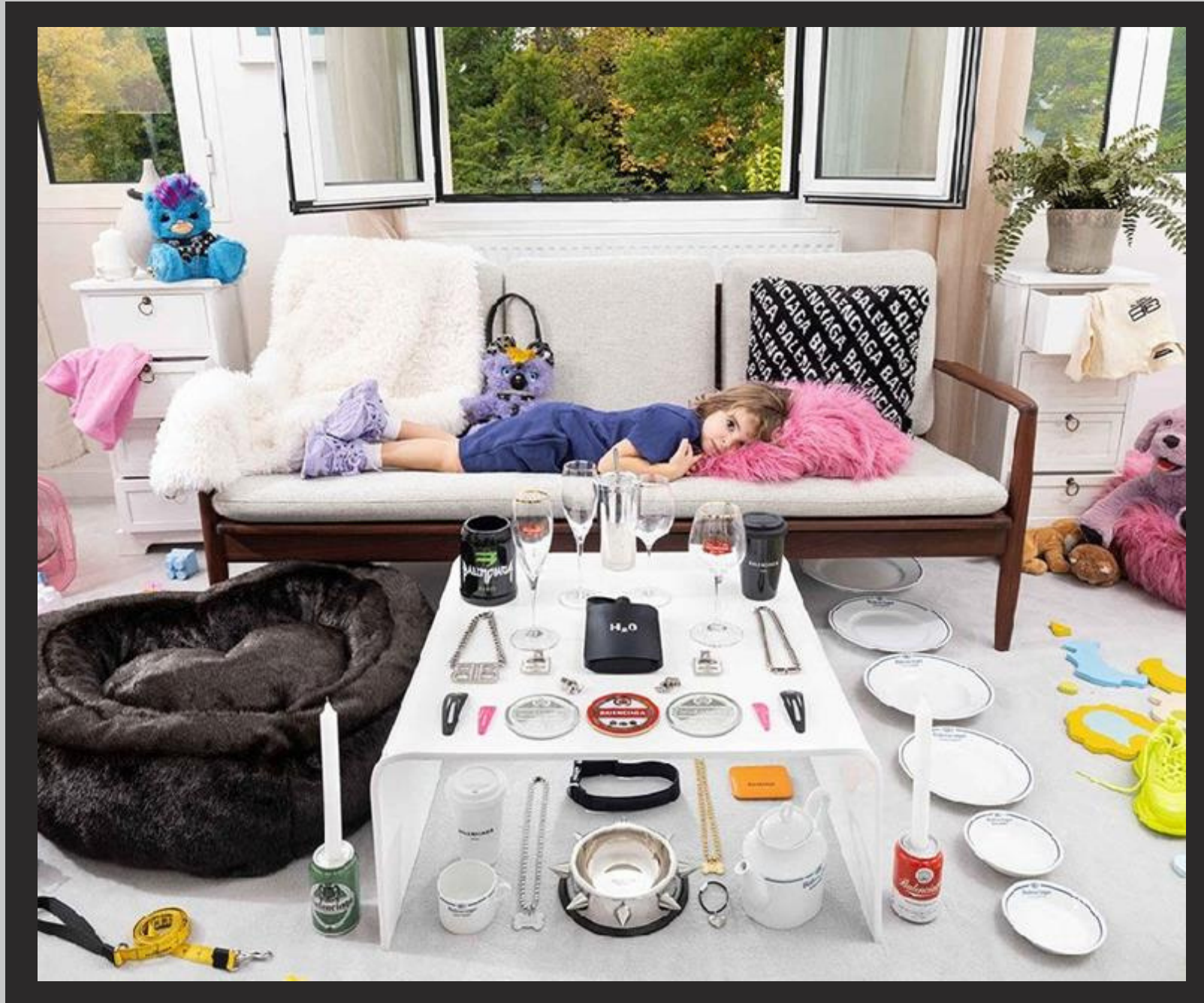
  
@ [REDACTED]  
Replying to [REDACTED]  
DENOUNCE BALENCIAGA, PAEDOPHILE CHILD ABUSE.

  
@ [REDACTED]  
Replying to [REDACTED]  
Exactly. It's not hard to protect children; just don't abuse them. Balenciaga acting as if child abuse is the default of human nature and we have to learn our way out of it? Lol!





# The 'Gift Shop' campaign



Children: 3-6 years old

Child pose: laying down, emotionless/scared face

Creepy teddy bears with BDSM accessories

Several additional objects: handcuffs, pet kink items, tape/rope, alcohol flasks...



# A connection of elements that made it worse



The photographer Gabriele Galimberti and his problematic past on Twitter



Paperwork from the US Supreme Court 'United States vs Williams' case, appearing in a following campaign



Close up of a book from Michael Borremans: 'Fire From the Sun', appearing in a following campaign



First artistic piece of the book 'Fire From the Sun'





**Let's see some other interesting examples from the luxury field...**





Gucci 2022  
'Tiger' campaign

GUCCI



Gucci 2019  
Pre-Fall campaign 'Classical Symposium'





**DOLCE & GABBANA**

D&G 2007

ready-to-wear collection campaign

---



**DOLCE & GABBANA**

D&G 2017

'DGLovesChina' campaign

---





**Miu Miu**

Miu Miu 2015  
Spring-Summer campaign



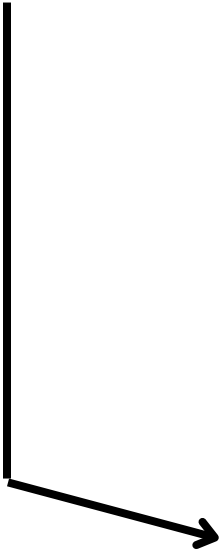
**MARINER**

Mariner 2019  
'Watches U.S.A.' campaign





UNITED COLORS  
OF BENETTON.



United Colors of Benetton 1990  
F/W "Blanket" campaign

---



# Management question 1

YOUR ROLE:

Member of the executive  
team



**In the luxury field, how far  
would you say that a brand  
can and should go with their  
communication without  
hurting the brand? Is attention  
always good?**



# Management question 2

YOUR ROLE:

Member of the executive  
team



**What would you suggest to  
do in the short-term, right  
after the scandal exploded?**



# Management decisions

## 2022

### November

- **23rd: Gabriele Galimberti's statement**
- **24th: Two briefs apologies on the social media platforms**
- **27th: Balenciaga files a \$25 million lawsuit against the production company North Six and Nicholas des Jardins**
- **28th: Everything is deleted from Instagram, except for one post, in which they recap their position. The Twitter account is also locked down**

### December

**2nd:**

- **The creative director posts an apology statement**
- **An additional post is made, with some practical actions that Balenciaga plans to make in the future**

WE SINCERELY APOLOGIZE FOR ANY OFFENSE OUR HOLIDAY CAMPAIGN MAY HAVE CAUSED.

OUR PLUSH BEAR BAGS SHOULD NOT HAVE BEEN FEATURED WITH CHILDREN IN THIS CAMPAIGN.

WE HAVE IMMEDIATELY REMOVED THE CAMPAIGN FROM ALL PLATFORMS.





# Management decisions

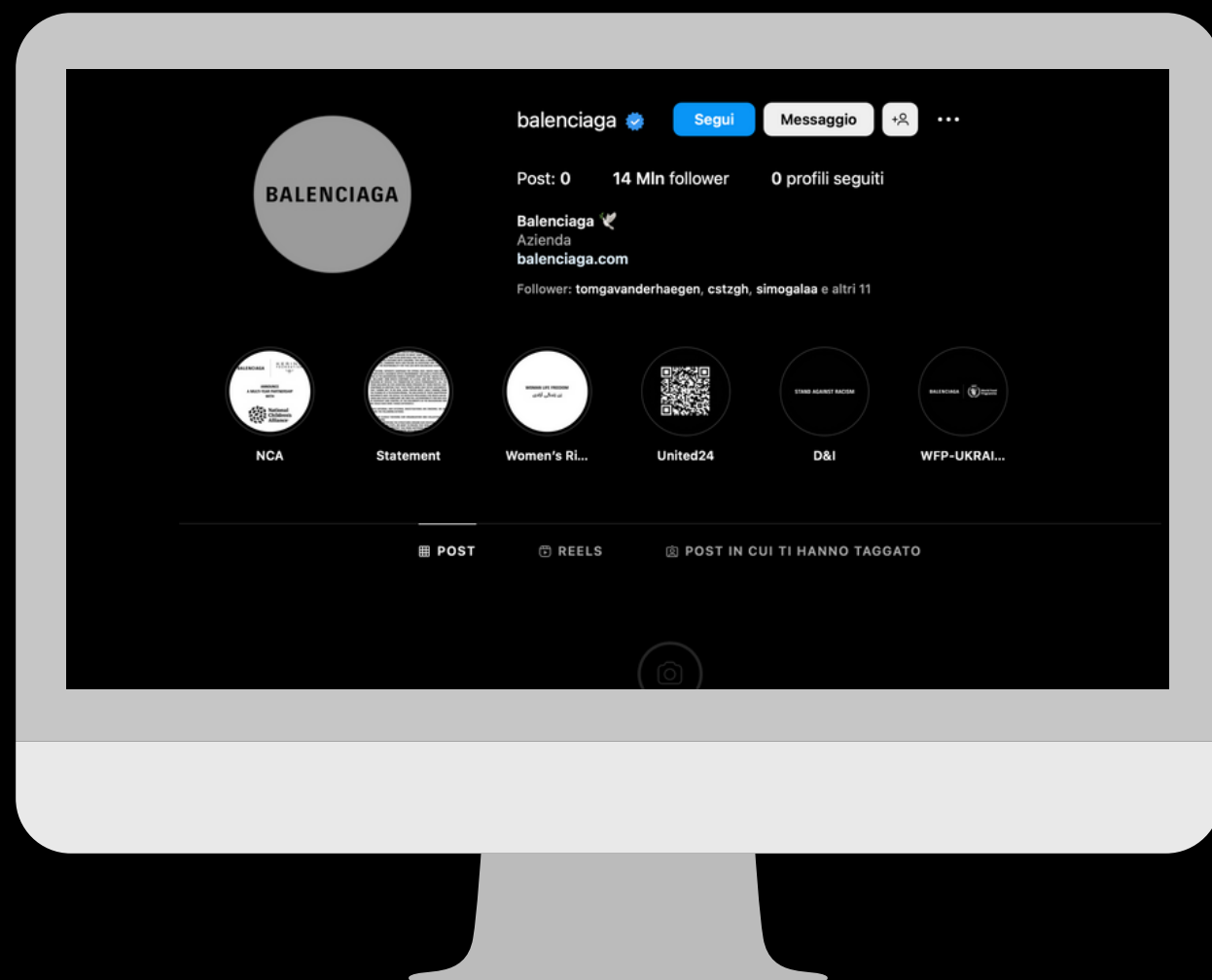
2023

January

- **26th: The brand starts to slowly post pictures of a new campaign. All of them are simple, with adult models, featuring a solid plain background.**

What about today?

**All the social media platforms are again empty.  
A new beginning needs bigger steps, not just a post.  
Let's go back to the craftsmanship essence**







**THANK YOU!**

