



BALENCIAGA

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Balenciaga stores are unlike any others in the world of fashion. To begin with, they do not have conventional shop windows to show off their collections to passers by. From the outside they are neutral, looking more like contemporary art galleries than boutiques.

This should not surprise us, as they are based on a concept by creative director Nicolas Ghesquiere implemented in co-operation with the artist Dominique Gonzalez-Foerster. They are futuristic spaces where people go not just to shop for clothes but to see the settings in which they are displayed. They feature a blend of materials from many different sources and in many different states, and the lighting – designed by Benoit Lalloz – changes to reflect the time of day and the climate.

This design for points of sale is used not only in the own-brand stores but also in the brand's corners at some of the major department stores where it sells on a select basis. Originally founded by the impeccable, innovative Basque designer Cristobal Balenciaga in the early 1920s and now part of the PPR group, the brand also sells via its website www.balenciaga.com.

