



BALENCIAGA

The background features a complex geometric design. On the left, there is a grid of thin grey lines forming several rectangular blocks of varying sizes. A prominent diagonal line runs from the top-left towards the bottom-right. On the right side, there are several overlapping circular and semi-circular outlines, also in thin grey lines, creating a sense of depth and movement.

9 ○ **HOMAGE**

The background features a complex arrangement of thin, light gray lines. On the left, there are several overlapping, curved lines that resemble the profile of a dome or a series of arches. In the center and right, there are various geometric shapes, including rectangles, triangles, and irregular polygons, some of which are partially obscured by the curved lines. The overall effect is a layered, architectural composition.

10 ○ **THE HOUSE**
the years of
Cristobal
Balenciaga

12 ○ THE
“CORPORATE GIFT”
PROJECT



13 ○

DESIGN & COLLECTIONS

“A couturier must be:

an architect for design

a sculptor for shape

a painter for colour

a musician for harmony

and

a philosopher for temperance”

Cristobal Balenciaga

HOMAGE

MADELINE VIONNET (1876-1975)

“He never makes mistakes, he always selects the best style.”

(In the 1920's, Cristobal Balenciaga came to Paris each season to purchase styles and patterns from the big houses. From 1912 to 1940, Madeleine Vionnet was an expert of the bias cut and of the wrap style, alongside Coco Chanel and Elsa Schiaparelli, the great couturier of the 1930's.)

COCO CHANEL (1883-1971)

“Only Balenciaga is a true couturier. Only he is able to cut fabric, assemble it and sew it with his own hand. The others are merely draftsmen.”

CHRISTIAN DIOR (1905-1957)

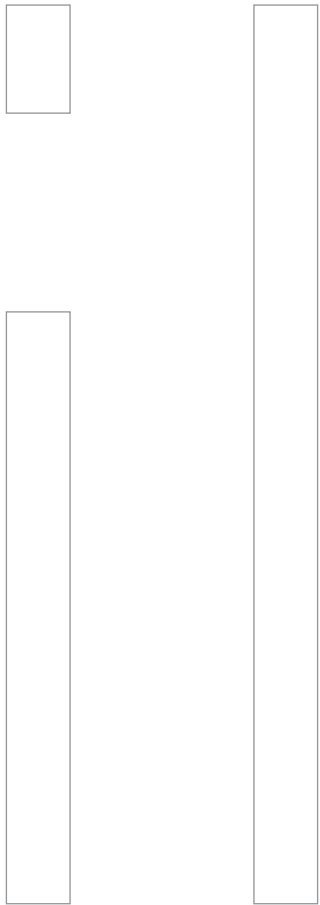
“Haute Couture is like an orchestra, for which only Balenciaga is the conductor. The rest of us are just musicians, following the directions that he gives us.”

HUBERT DE GIVENCHY (1927-)

“Balenciaga created not only a style but a technique. He was the Architect of Haute-Couture.”



THE HOUSE the years of Cristobal Balenciaga



1918 vede l'apertura della sua prima casa di alta moda a San Sebastian, in Spagna. L'ammirazione che destò con le sue collezioni lo portò ad aprire ben presto altre due sedi a Madrid e Barcellona.

Nel 1937, il numero 10 di Avenue Gorge V, diventa la casa di Parigi di Cristobal Balenciaga e ancora oggi a questo indirizzo si trova il primo negozio monomarca. Balenciaga ben presto diviene l'uomo che personifica l'eleganza Parigina.

Cristobal Balenciaga fu riconosciuto come il "Sarto dei Sarti" e come "Il Maestro Di Tutti Noi" dal designer Christian Dior.

Nel 1946 la casa Balenciaga lancia il suo primo profumo, Le Dix, traendo ispirazione dall'indirizzo del suo primo 'Atelier'-10, Avenue Gorge V.

'Le Dix' attira subito consensi, quanto i suoi famosi 'pezzi' di sartoria, infatti la fragranza divenne immediatamente rivale di "Chanel".

Nel 1968 Balenciaga chiude la sua casa di moda con grande dispiacere da parte di tutti i suoi ammiratori e migliori clienti.

La Contessa Mona Bismarck, distrutta per l'accaduto si rinchiuso in casa per tre giorni. Cristobal Balenciaga muore in Spagna nel 1972 e i suoi nipoti prendono la guida del business di famiglia fino al 1978, in quell'anno il controllo della casa di moda, incluso il business importante del profumo, passa prima a Hoechst poi nel 1986 al gruppo Jacques Bogart.

Nel 2001 il gruppo GUCCI ha acquisito la 'Maison' BALENCIAGA per proseguire la strada già tracciata ricreando quella influenza e quel rispetto che la casa di moda ha destato nella sua epoca di maggior vigore.

Oggi la 'Maison' BALENCIAGA crea collezioni prêt a porter per la donna e l'uomo, oltre a splendide creazioni di accessori come borse, scarpe e pelletteria, vendute in tutto il mondo.

I principali negozi monomarca: Paris, New York, Hong Kong.



1918 saw the founding of Cristobal Balenciaga's first haute couture house in San Sebastián, Spain. Local admiration for his designs was so strong that a second haute couture house was opened in Madrid and a third in Barcelona.

In 1937, 10, Avenue George V became the Parisian home of Cristobal Balenciaga's creative influence. Balenciaga's Paris flagship store is still located at this address.

Balenciaga soon came to embody Parisian elegance. Cristobal Balenciaga was hailed as 'The Couturier of Couturiers' and 'The Master of us all' by designer Christian Dior.

In 1946, the House of Balenciaga launched its first perfume, 'Le Dix', aptly named after its first atelier, 10, Avenue George V. 'Le Dix' attracted the same acclaim as the famous Balenciaga couture pieces, and the perfume soon even rivalled that of Coco Chanel herself.

In 1968, Balenciaga closed his couture house, to the deep dismay of his favourite clients.

Countess Mona Bismarck lamented the event by locking herself indoors for three days. Cristobal Balenciaga died in his home country of Spain in 1972. His nephews then took the helm of the business.

In 1978, control of the House of Balenciaga, including the important fragrance business, passed to Hoechst and then to Groupe Jacques Bogart in 1986.

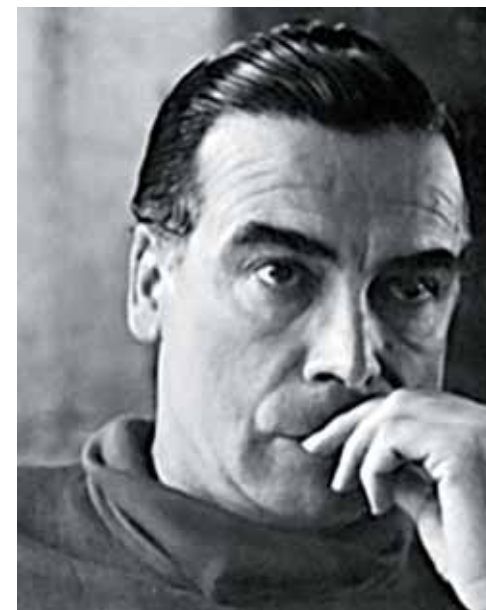
In 2001, Gucci Group, acquired the House of Balenciaga, now well on its way towards recreating the influence and respect that the house commanded in its former heydays.

Today, the House of Balenciaga creates women's and men's ready-to-wear; bags, shoes and accessories, sold worldwide.

The Principal Flagship stores: Paris, New York, Hong Kong.

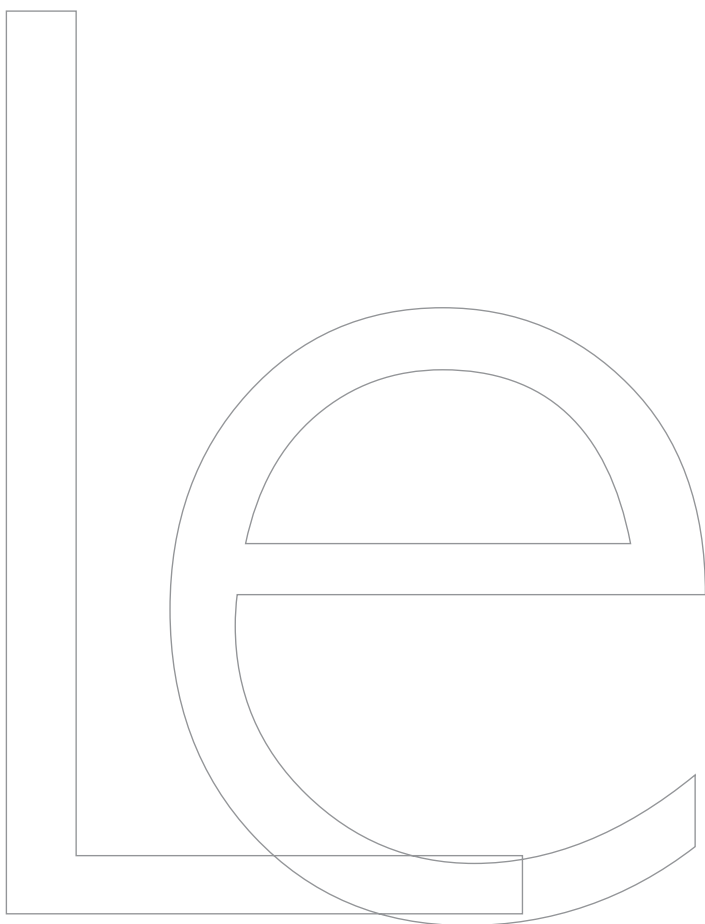


THE “CORPORATE GIFT” PROJECT



attenzione della “Maison” BALENCIAGA verso il regalo d'affari, nasce dalla volontà di introdurre sul mercato, un nuovo concetto di servizio, legato alla necessità sempre crescente di utilizzare il “dono”, come sensibile leva per consolidare e incentivare il rapporto personale e lavorativo con chi lo riceve. Dal 1999 la Maison BALENCIAGA ha dato vita a prodotti unici e di qualità, contraddistinti da linee e design esclusivi, dedicati al mondo degli affari.

The attention of the Balenciaga “Maison” toward the business gift is due to the necessity to introduce in the market a new service concept, tied to the ever bigger need to use the “gift” as an instrument to strengthen and incentive the personal and working relationship with the receiver. From 1999 the Balenciaga “Maison” created unique products with a high quality level for the business world.



collezioni BALENCIAGA "CORPORATE GIFT" sono una sintesi della ricerca e del rigore espressi in ogni creazione.

L'essenzialità e l'eleganza del nero, in queste collezioni, vengono esaltate per creare oggetti e regali di Gran Classe, dedicati esclusivamente al regalo d'affari.

An celebration of thorough pursual and preciseness are expressed in each and every creation of BALENCIAGA "CORPORATE GIFT" collection. Dedicated exclusively to the Busines Gift sector, the Balenciaga collection embraces the hallmarks of the vital, elegance and gracefulness of the colour of black.




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