

Balenciaga Unveils New Era with Piccioli's First Campaign

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The French fashion house Balenciaga has turned a key page. On October 21, 2025, the brand launched its first global campaign under newly appointed creative director Pierpaolo Piccioli. This campaign does more than promote a product—rather it signals a recalibration of tone, aesthetic and identity for the house. As one observer puts it, Balenciaga is entering “a new era”.

The Vision: Intimacy Meets Architecture

Piccioli described the campaign as deeply personal. He commented: “For my first campaign for the house, I wanted to create something that felt truly personal and could tell a story of effortless beauty and delicate humanity.” Shot by longtime collaborator David Sims, the campaign features still photographs and moving portraits of Mona Tougaard and Sandra Murray. However the setting is Paris’s Hôtel de Maisons–Pozzo di Borgo, where natural light, unmade beds and elegant architecture frame the new Balenciaga woman.

The New Balenciaga Woman

Under Piccioli’s direction, the image of the Balenciaga woman has shifted. She is depicted as **soft yet strong, real yet effortless**. “Spontaneous, real, soft, yet strong — a reflection of the new Balenciaga woman,” Piccioli said. Gone (or at least dialled down) are the overtly disruptive, sub-versive gestures of previous chapters. In their place: a balance of heritage, utility and emotion. Therefore campaign anchors two of Balenciaga’s signature bags — the Rodeo and Le City — as bridges between past and future.

Design Language & Accessories: Legacy + Renewed Spirit

The campaign doesn’t abandon Balenciaga’s heritage. Instead, it reinterprets it. The Rodeo bag conveys urban ease and individuality; the Le City bag stands for refined attitude and craft. These accessories anchor the narrative of continuity through change.

Meanwhile, Piccioli’s silhouettes for the campaign reflect fluidity and structure: architectural yet intimate, modern yet wearable. His approach signals that Balenciaga under his direction will explore design that feels human.

Why This Matters

This campaign is important for several reasons:

- It establishes Piccioli’s creative voice early in his tenure at Balenciaga, giving clarity about the brand’s next direction.

- It helps reposition Balenciaga in a luxury context that leans into emotional resonance as much as visual impact.
- It may influence consumer perception: Balenciaga is projecting a brand that is mature, thoughtful and connected to real-life expression rather than only spectacle.

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