

*I am in my  
BALENCIAGA  
era*

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Defining new heights of luxury from  
Balenciaga's Winter 2024 ready-to-wear collection.



01. *VISION*
02. *MOODBOARD*
03. *PRODUCTION*
04. *TEAM*
05. *BUDGET*

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# Outline

## Intro

For the past few seasons, Balenciaga has given us edge and cool- often poking fun at pop culture- but always adhering to the maison's foundation silhouettes. It is this very contrast between classic and high street that has redefined today's luxury. Perhaps this is most evident in the Winter 2024 collection: vintage statement T-shirt dresses, "planet earth" caps, torn to death pants—items that you are more likely to find on ebay rather than a luxury fashion runway.

Welcome to the new luxury.

Today, there is nothing that screams "I have made it" more than slipping on some pantaleggings, an oversized bomber jacket, black visors and Bel-Air bag from Balenciaga. It is like you've been instantly transformed into a sort of **neofuturistic superhero — but instead of Gotham city, we have Dubai.**

## Concept

She is a realtor by day, a superhero by night, and a power dresser all day long. Borrowing from Demna's culture-poking ethos, the idea is to celebrate **Dubai's modern day girls-about-town, the heroines that are often being clichéd in the media:** the real estate agent, the soccer mom, the billionaire's housewife, the influencer; the multi-hyphenate that can do it all, *and* in Balenciaga heels.

*(Side note: I would push the envelope further if we choose 3 or more Dubai social figures to fit each character for this editorial)*

You see her down the stairs in DIFC, clad in an oversized Balenciaga blazer coat; or getting her coffee from an airstream truck **wearing black 5G shades to block out the haters;** or perhaps waiting for her valet outside a fancy hotel in a sequined gown and "ebay" cap.

A surreal-looking woman in a very real situation.

The attitude is there, but she has no time for it. She has worked so hard for this new level of success and status quo. She is in her Balenciaga era.





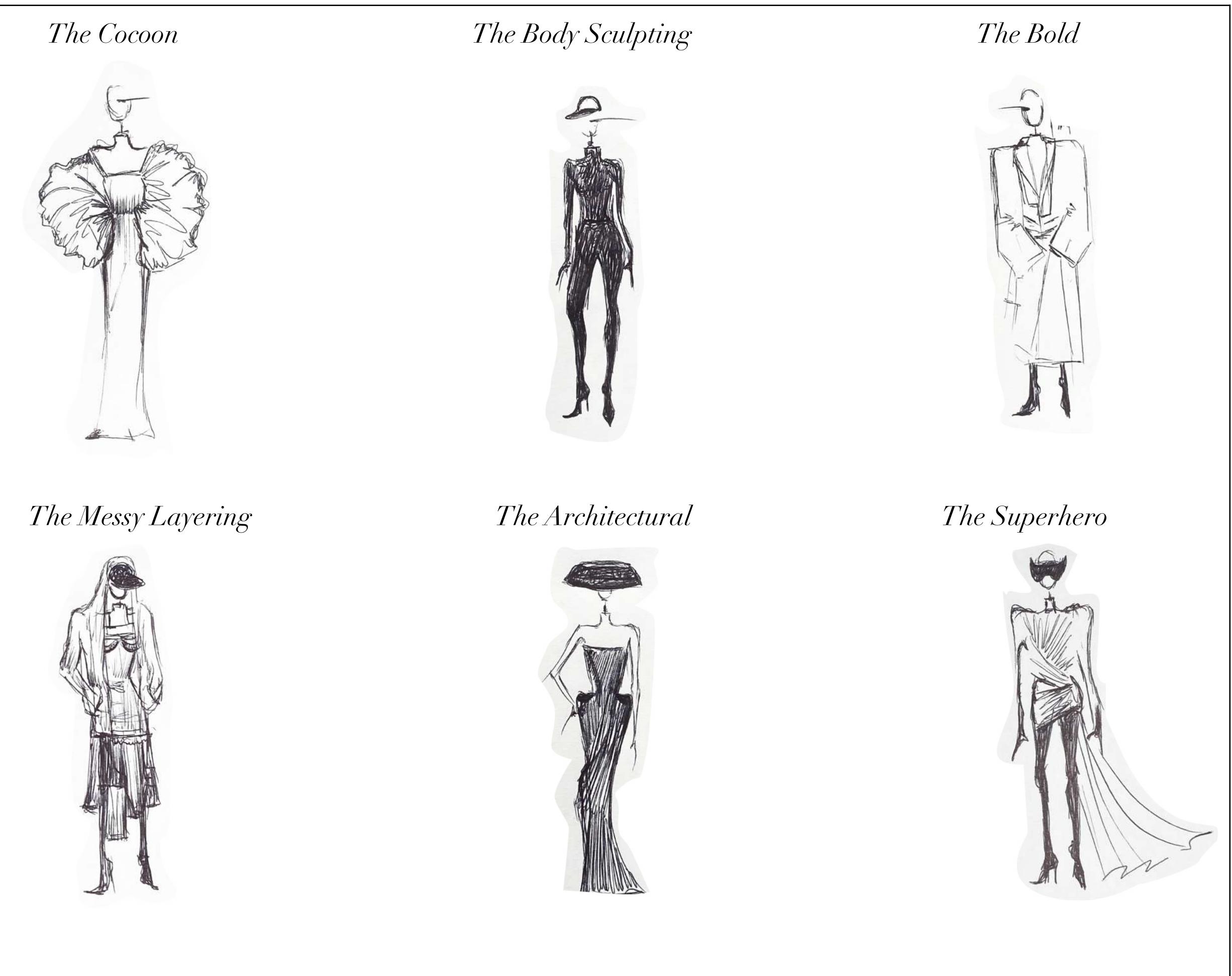
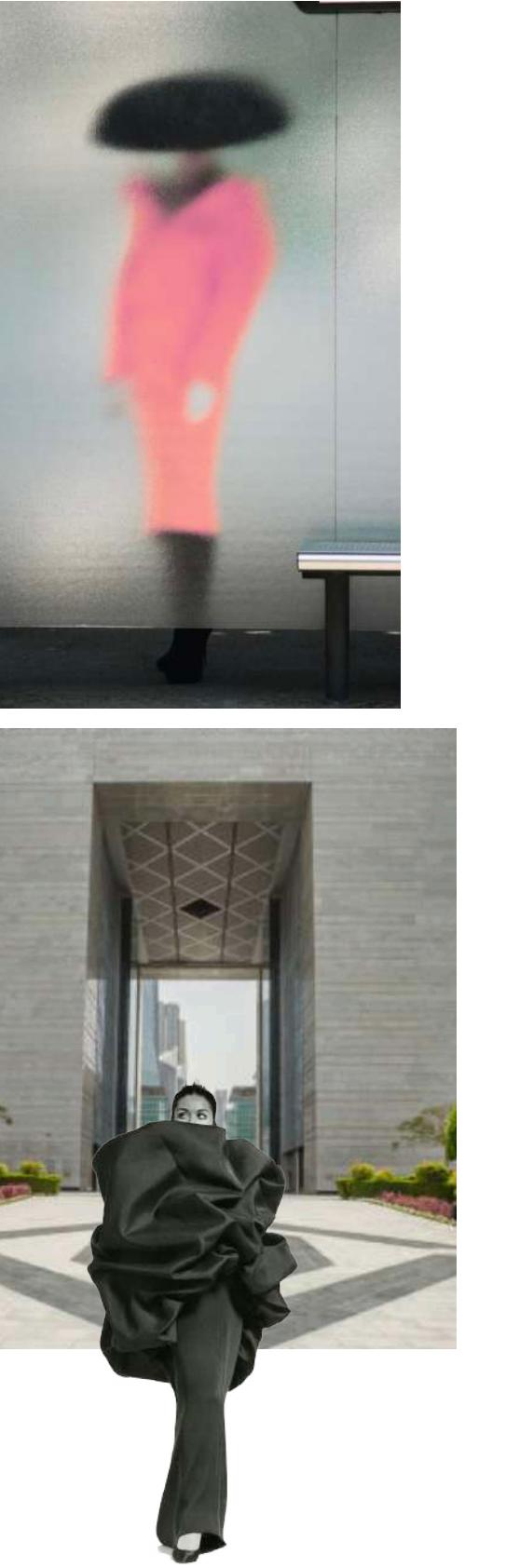
## Synopsis

To me Balenciaga is less about the clothes, more the silhouettes. It's like if you see a woman wearing Balenciaga from afar and squint your eyes, you will definitely know it's Balenciaga just from the shape. You don't mix and match with other designers when you're wearing Balenciaga, you wear a total look. It is *that* powerful!

And then there's the invisible power and the *how-dare-you*-confidence that Balenciaga clothes exude the moment you put them on.

Borrowing from Winter 24 collection, I want to highlight 6 different silhouettes — an idea that has long been at the core of collaborations between Vogue and Balenciaga in editorials since the 60s, and is currently celebrated in Balenciaga's "The Subtleties of a Dialogue" exhibition in Paris.

I also aim to contrast these silhouettes with geometrical architecture, metropolis scapes and autonomous reflective objects that Dubai has to offer.



### Keywords:

*Neofuturistic - Architectural - Superhero - Reality TV Drama*

**Location:** DIFC and vicinity

Moodboard *continued*

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1.



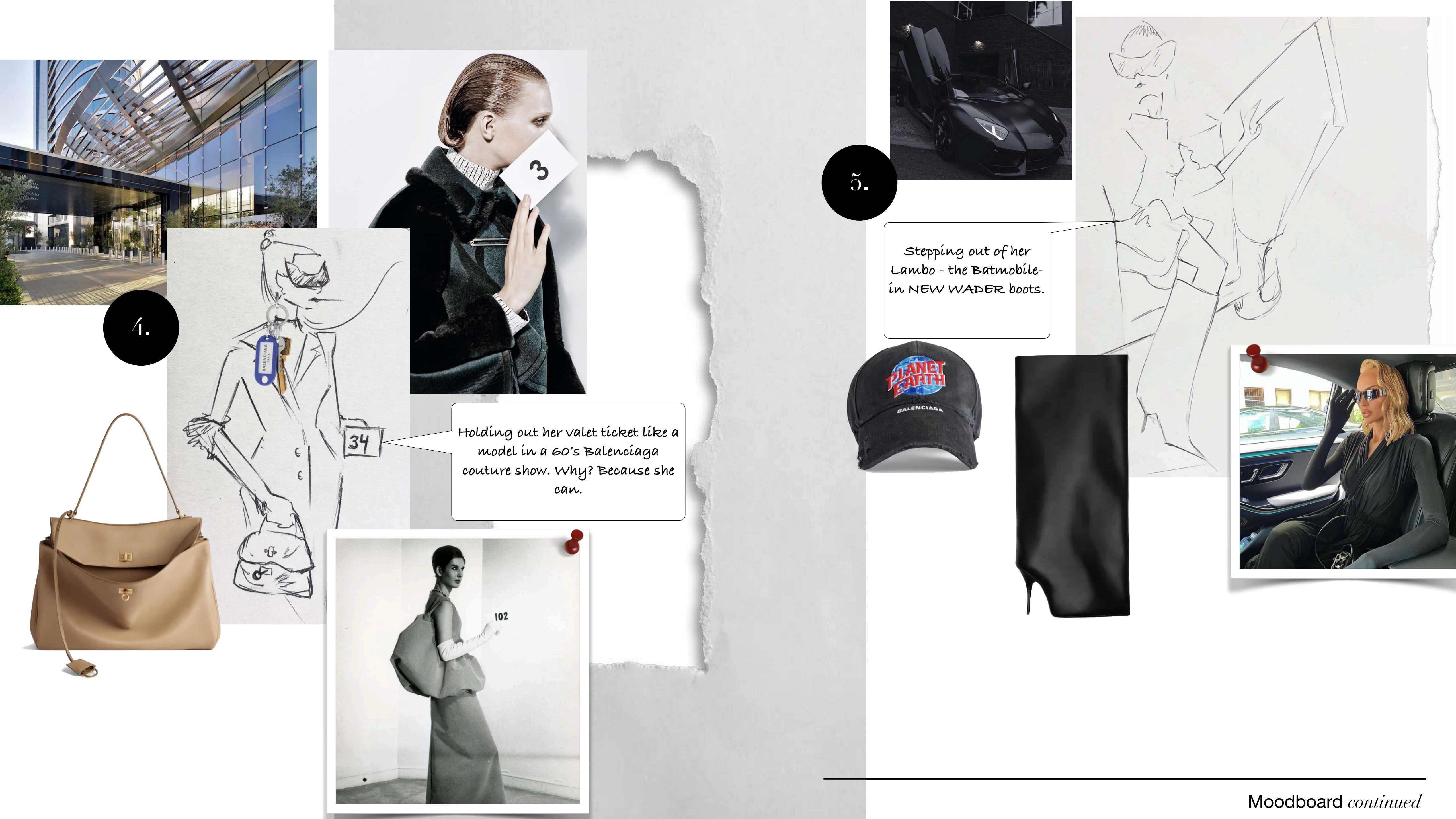
2.



3.



Moodboard *continued*

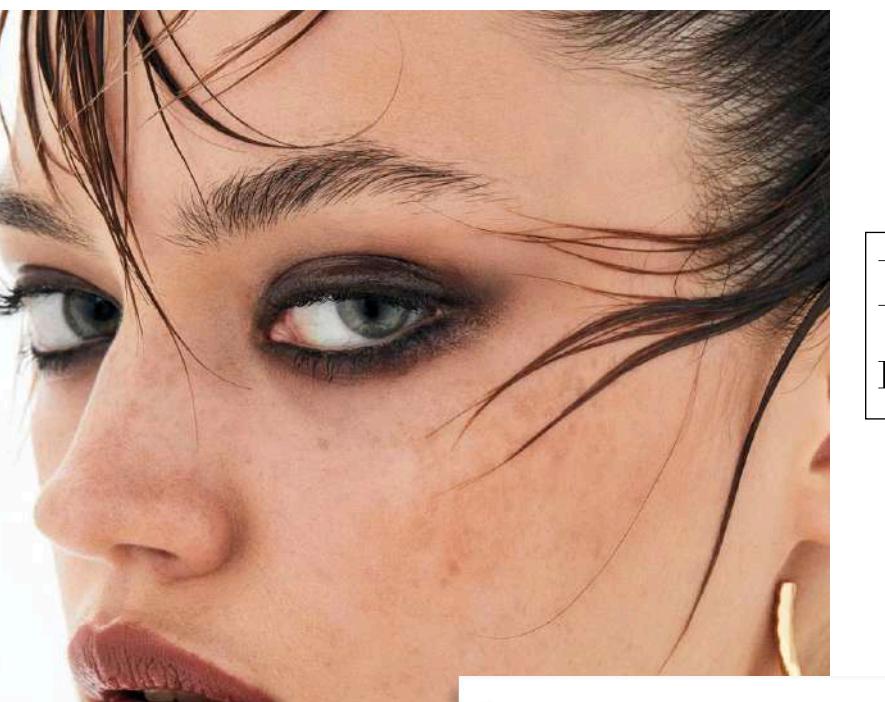




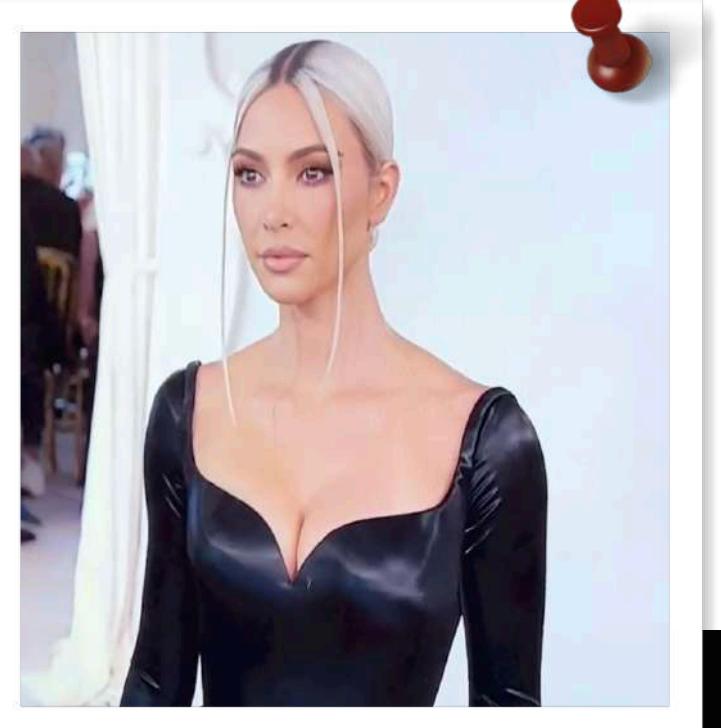
Stepping out of her vogue office for her usual coffee - two sugars, no cream.



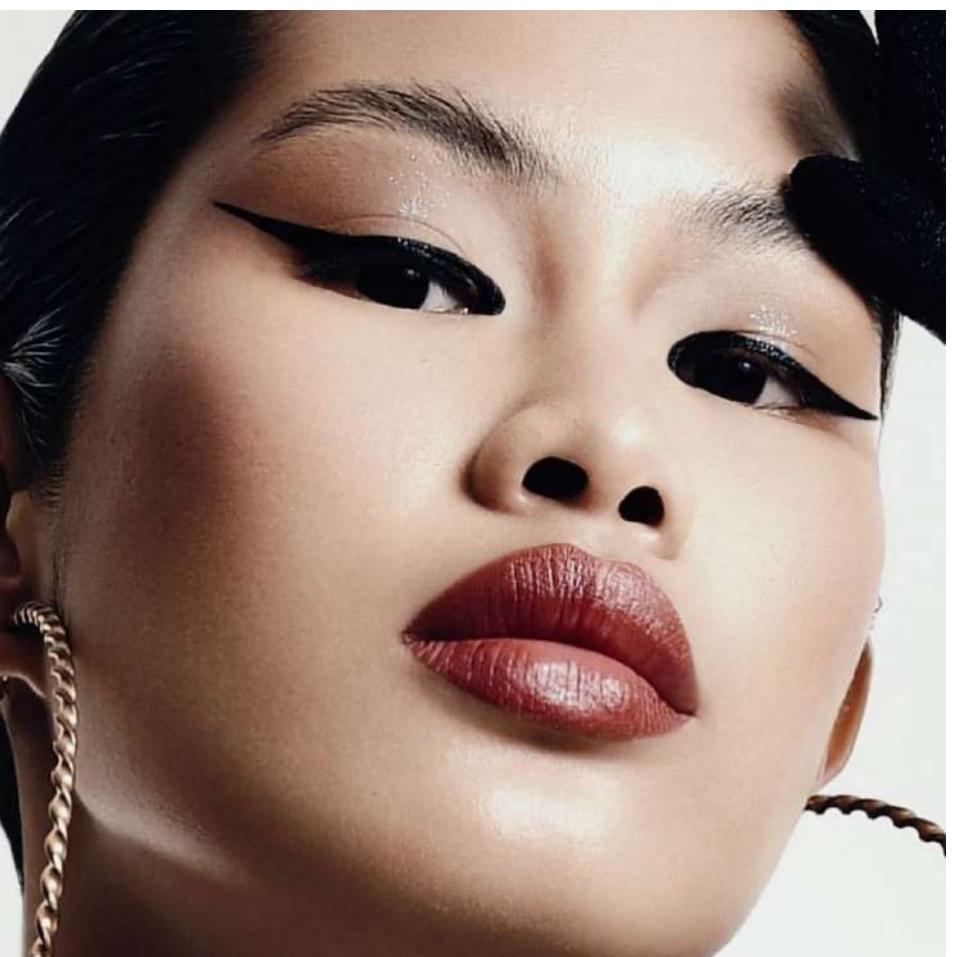
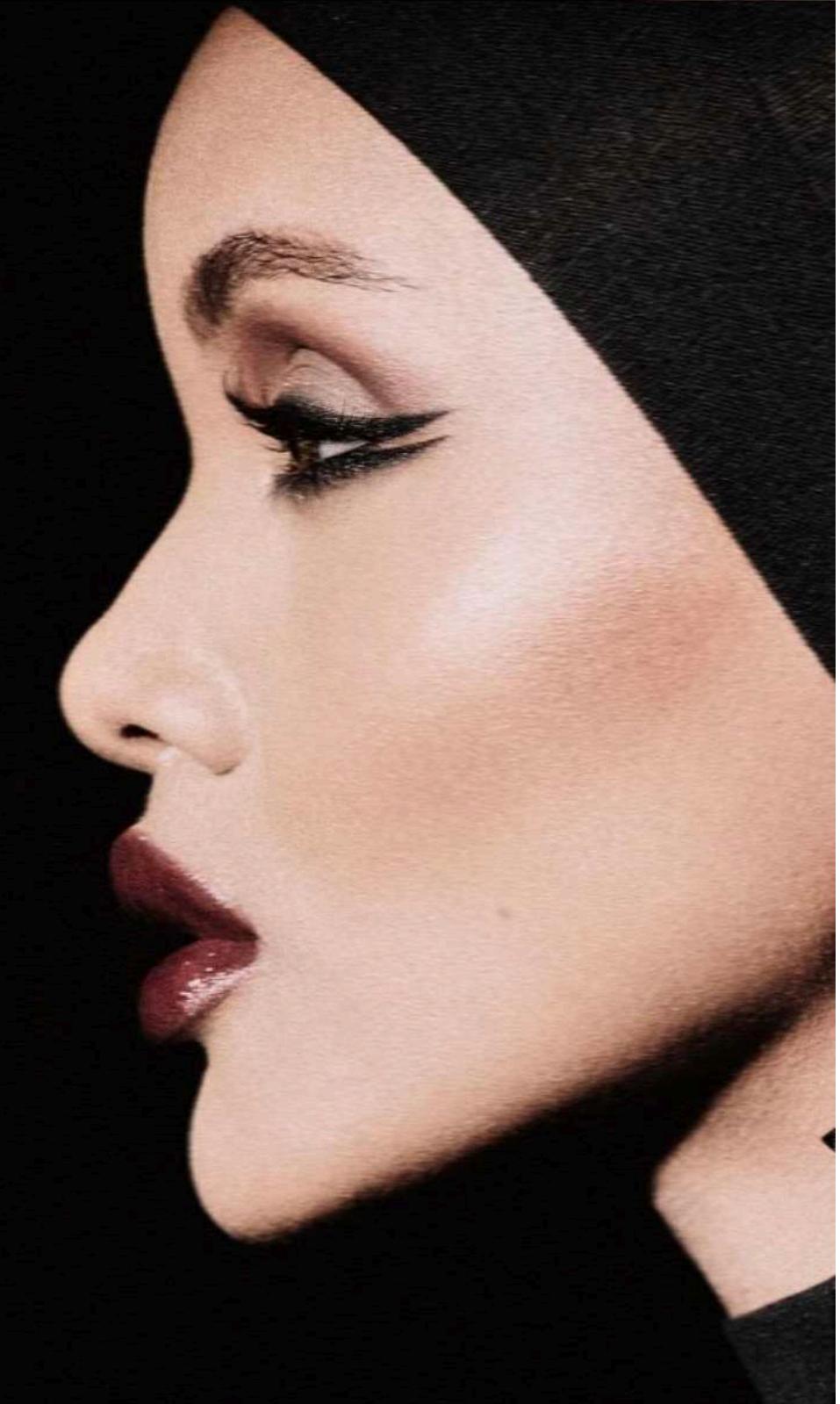
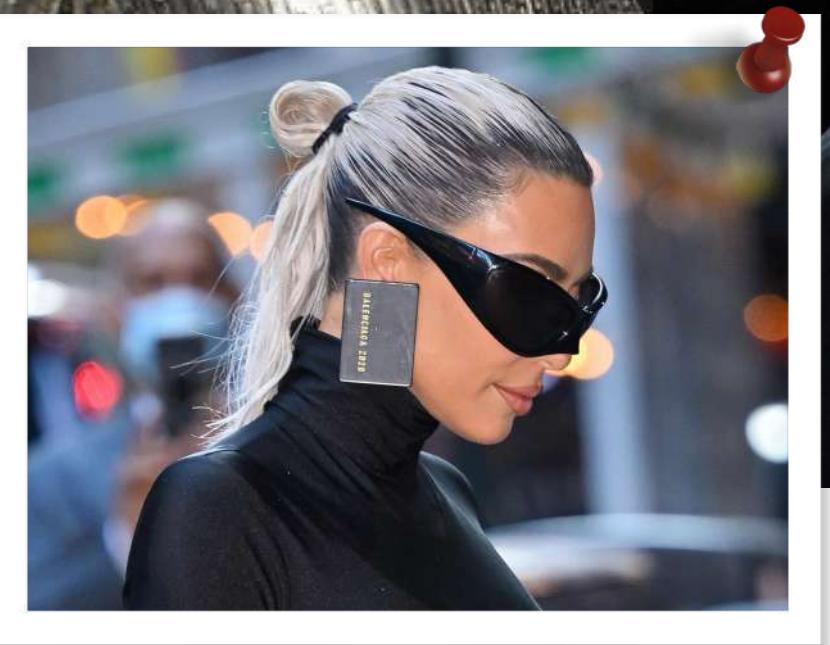
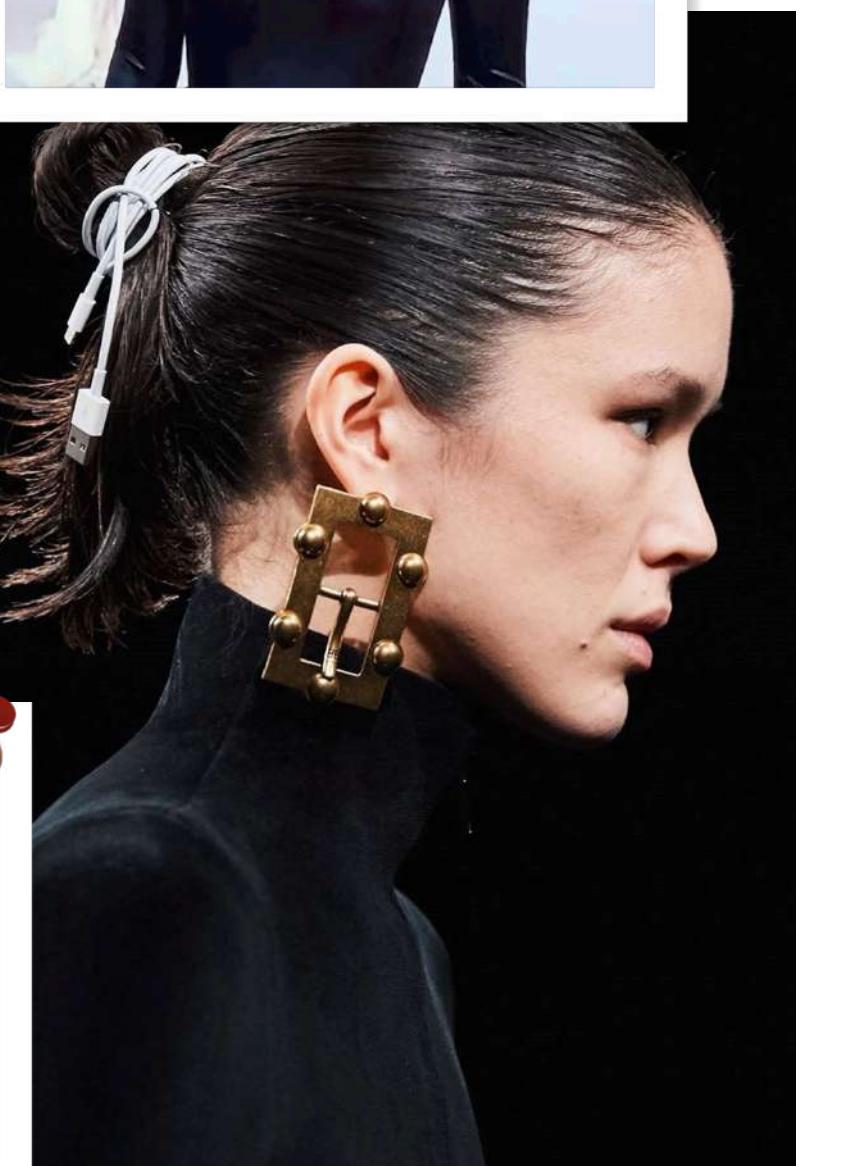
## Hair & Makeup



Nothing screams “I’m Successful” more than a sleek, Samurai ponytail.

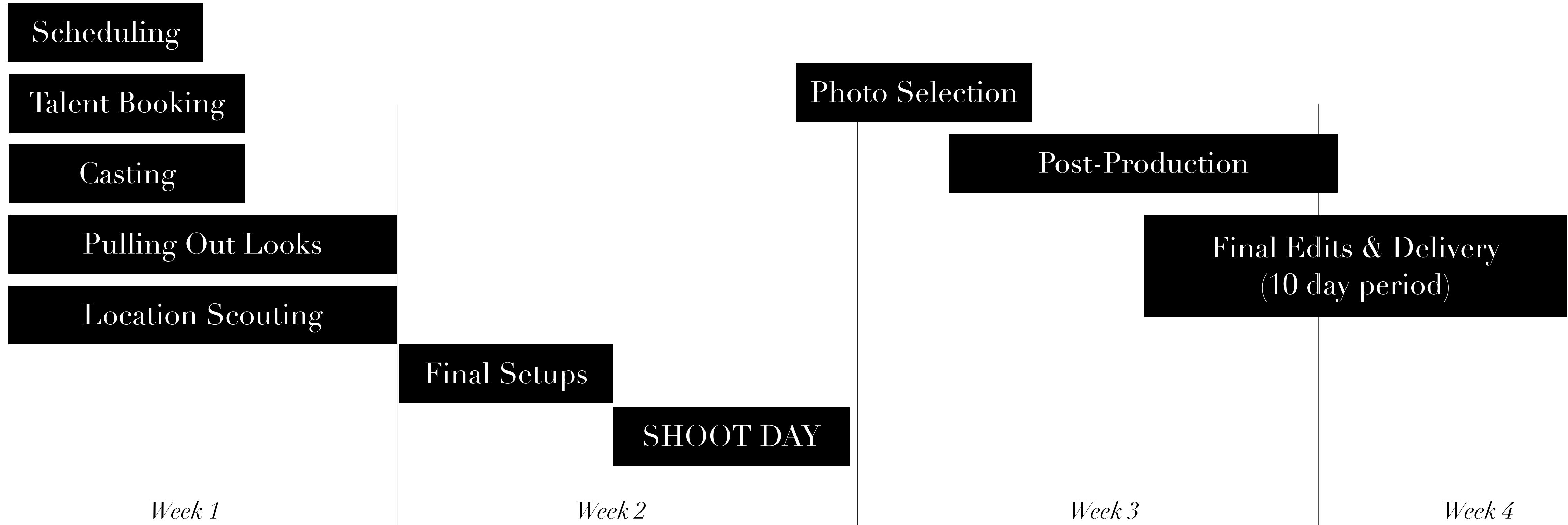


Sharp hair strokes at the front for drama.



Variations of a perfectly outlined cat eye.





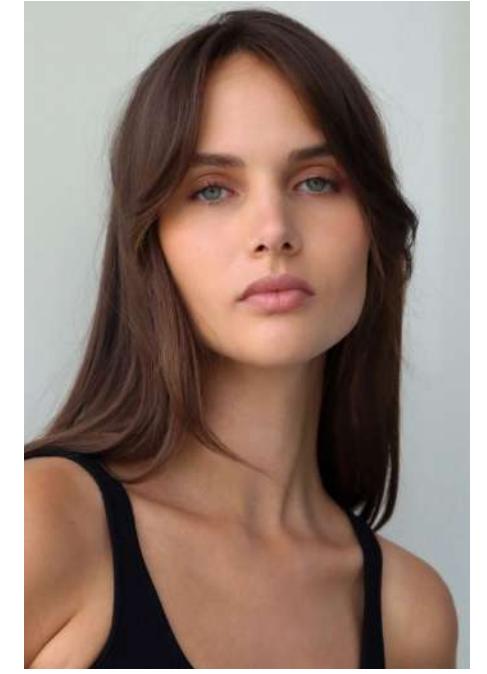
**Photographer**

*Chadi Mechaalany*



**Style**

*Amine Jreissaty*



**Model**

*Anjelika (MMG models)*



**Hair**

*Ivan Kuz*



**Hair**

*Michel Kiwarkis*

Photographer	\$800
Model	\$500
Hair	\$500
Makeup	\$500
Room for Setup in DIFC	\$300
Production Van Rental	\$600
Set Props	\$400
Miscellaneous	\$600
<b>TOTAL:</b>	<b>\$4200</b>

\*Based on estimated Market Rates for an 8-Hour Shoot