

BALENCIAGA

BALENCIAGA: 13TH DISTRICT

BALENCIAGA
UNISEX

Production Processes project

CAMILLA CACCIALANZA 093701
Fashion Management Class 4

(1) THE BRAND



BRAND IDENTITY
BRAND HISTORT
STYLE IDENTITY
POSITIONING
TARGET

(2) CAPSULES ANALYSIS

THE APPROACH
PREVIOUS CAPSULES
COMPETITORT

(3) THE RESEARCH

FUTURE TREND ANALYSIS
STORE ANALYSIS
E-COMMERCE ANALYSIS

(4) 13TH DISTRICT

THE CONCEPT
MERCHANTISING MIX AND PLAN
TIMING
COLOR AND FABRIC CHART
TRIMS, ACCESSORIES AND PRINT CHART

(5) THE COLLECTION

THE PIECES
COSTS SHEET
SOURCING
COORDINATION BOARD
SELLING BOOK

(6) SOURCES



BRAND IDENTITY
BRAND HISTORT
STYLE IDENTITY
POSITIONING
TARGET

PG. 4
PG. 5
PG. 7
PG. 8
PG. 9

THE BRAND

FIRST CHAPTER

(1)



BRAND IDENTITY

Balenciaga, founded in 1917 by Cristóbal Balenciaga in Spain and later established in Paris, is one of the most influential and revolutionary fashion houses in history. Known as the “master of couture,” Cristóbal was celebrated for his uncompromising standards, architectural silhouettes, and technical mastery that reshaped 20th-century fashion.

His approach was rooted in innovation, precision, and purity of form, often stripping garments down to their essential lines while still creating radical new shapes. The house today embodies those same values of innovation and disruption, but through a contemporary and often provocative lens.

With Demna Gvasalia as creative director since 2015, Balenciaga has repositioned itself as a postmodern brand, blending the elegance of haute couture with the grit of everyday streetwear, irony, and digital-age culture.

Demna has redefined luxury by questioning what fashion can represent in society, whether through oversized hoodies on couture runways, collaborations with The Simpsons, or dystopian runway settings filled with mud, snow, or neon lights.

The brand it’s known for the following factors:

- **AVANT-GARDE AND ACCESSIBLE**
- **ELITIST AND DEMOCRATIC**
- **INTELLECTUAL AND PLAYFUL**

Beyond clothing, Balenciaga also invests in cultural critique and commentary, often addressing themes like consumerism, sustainability, dystopia, and the role of fashion in an era dominated by technology and social media.

Through collaborations with artists, digital experiments such as video game fashion shows, and unconventional campaigns, Balenciaga challenges traditional ideas of luxury and style.



1917

Cristóbal Balenciaga founds the house in San Sebastián, Spain.



1937

Relocates to Paris during the Spanish Civil War, debuting haute couture collections that revolutionize fashion.



1950s

Balenciaga introduces iconic silhouettes: the sack dress, cocoon coat, and baby doll dress, cementing his legacy as "the master of couture."



1968

Cristóbal Balenciaga closes the fashion house, believing couture was losing its artistry.



1986

The house is revived under new ownership, focusing on ready-to-wear.

BRAND HISTORY



1997

Nicolas Ghesquière appointed creative director, revitalizes the brand with futuristic, edgy designs and the cult-status "Lariat" motorcycle bag.



2001

Balenciaga acquired by Kering (then Gucci Group), expanding globally.



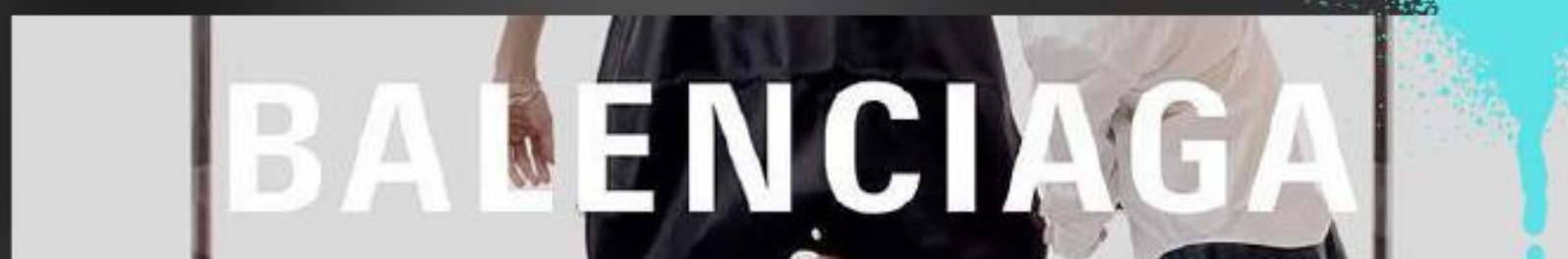
2012

Alexander Wang becomes creative director, introducing sporty and modern minimalism.



2015

Demna Gvasalia (founder of Vetements) appointed creative director, redefining Balenciaga with oversized streetwear, ironic branding, and digital-age relevance.



2020s

Balenciaga dominates cultural conversation through provocative shows, virtual fashion in gaming/metaverse, and controversial campaigns, maintaining its role as one of the most avant-garde luxury brands.

DECONSTRUCTION & RECONSTRUCTION

Garments designed inside-out,
raw hems, hybrid clothing

STREETWEAR LUXURY

Hoodies, sneakers, caps elevated
into high fashion



TECH & VIRTUAL FASHION

Collaborations with Fortnite,
Afterworld VR show



IRONY & LOGOS

Parody branding, ironic takes on
fashion norms



OVERSIZED SILHOUETTES

Extreme proportions in coats,
hoodies, and tailoring

CULTURAL COMMENTARY & SHOCK VALUE

Campaigns questioning
consumerism, social norms



POSITIONING MAP





TARGET

Balenciaga's target audience is global, urban, and culturally engaged, often younger (Gen Z & Millennials), but spanning into wealthy Gen X clientele.

They are:

- Fashion-forward individuals who value individuality, irony, and statement-making pieces.
- Culturally diverse, often in major metropolitan fashion hubs like Paris, New York, London, Seoul, and Tokyo.
- Consumers interested in streetwear-luxury crossovers, tech-driven fashion, and bold self-expression.
- Not defined by gender; collections embrace a gender-fluid aesthetic.
- Often part of or inspired by creative industries (art, design, music, tech), looking for cultural prestige and disruptive fashion rather than traditional luxury elegance.



(2)

THE APPROACH
PREVIOUS CAPSULES
COMPETITOR

PG. 11
PG. 12
PG. 24

SECOND CHAPTER

CAPSULES ANALYSIS



THE APPROACH

Balenciaga's capsule collections often reinterpret the house's avant-garde codes in seasonal or thematic drops.

Unlike mainline collections, capsules allow the brand to explore specific cultural references, functional wear, or limited-edition products, often blurring boundaries between luxury, sportswear, and performance.

These capsules strengthen Balenciaga's disruptive identity while making luxury more accessible through playful or utilitarian themes.



BALENCIAGA MUSIC 2024

The Balenciaga Music 2024 capsule in collaboration with Mina, the iconic Italian singer, is a project where fashion meets music, paying tribute to her legacy as a cultural icon.

The collection combines nostalgia and futurism, reimagining archival Balenciaga elements through Mina’s artistic world.

It stands as a limited-edition cultural crossover, blending performance wear, statement accessories, and collectible merchandise.

TIMING	Released in April 2024 , coinciding with Mina’s career anniversary celebrations and tied to a Balenciaga “Music Series” campaign.
PRICE RANGE	Approx. €250 - €2,500
DISTRIBUTION	Balenciaga online flagship and select stores (Milan, Paris, New York, Tokyo). Exclusive drops in Milan boutiques and at select music-related pop-up spaces.
PROMOTION	Visual campaign featuring archival Mina performances reinterpreted by Balenciaga aesthetics. Special short film/music video crossover directed by Balenciaga. Heavy digital push across social media , with limited vinyl/CD packaging as collector’s items.
BRAND POSITIONING	Strengthens Balenciaga’s role as a cultural disruptor by fusing fashion, music, and art. Positions the brand as not just a luxury house, but as a platform for cultural storytelling.
GOAL	• To connect Balenciaga with music heritage and expand into cultural cross-industry collaborations. • To attract both fashion-forward consumers and Mina’s fanbase, bridging generations. • To reinforce Balenciaga’s status as a trendsetting, multi-disciplinary cultural icon.



SOCCER SERIES 2024

The Balenciaga Soccer Series 2024 capsule merges luxury fashion with the global culture of football, reinterpreting sportswear staples through Balenciaga's avant-garde lens.

The collection plays with oversized jerseys, logo-adorned tracksuits, reworked cleat-inspired sneakers, and accessories referencing stadium culture, while maintaining the house's dark, futuristic aesthetic.

It reflects a cultural crossover between streetwear, luxury, and sport, turning the most popular game in the world into a high-fashion statement.

TIMING	Released in June 2024 , aligning with the build-up to major summer football tournaments and international championships.
PRICE RANGE	Approx. €300 - €2,800
DISTRIBUTION	Balenciaga flagship stores worldwide (Paris, London, New York, Seoul). Exclusive launches in football-centric cities such as Barcelona, Milan, and London. Online availability through Balenciaga.com with limited regional drops.
PROMOTION	Campaign inspired by stadium visuals, featuring athletes, musicians, and cultural figures styled in Balenciaga Soccer looks. Social media teasers with a football-match aesthetic. Celebrity placements during matches and events, creating visibility across both sports and fashion audiences.
BRAND POSITIONING	Establishes Balenciaga as a cultural bridge between luxury fashion and global sports culture, positioning the house as both avant-garde and mainstream-relevant.
GOAL	• To tap into the massive cultural influence of football and merge it with high fashion. • To strengthen Balenciaga's image as a trendsetter beyond traditional luxury. • To attract new audiences, especially younger consumers engaged with both streetwear and sportswear.





PREVIOUS CAPSULES

CAPSULE SKIWEAR 2023

Balenciaga's Skiwear Capsule 2023 marked the brand's first step into luxury performance sportswear, launching in November 2023.

The collection combined technical innovation with Balenciaga's avant-garde aesthetic, offering parkas, quilted jackets, fleece-lined jeans, and adaptive layers designed for extreme conditions. Accessories and equipment, including skis, snowboards, helmets, and oversized logo gear, extended the couture identity onto the slopes.

This collection was exposed in the store when i visited it (winter 2024).

In store there was a total of 27 pieces and the whole collection it's exposed there since a week. the jackets, the most heavy ones, have a chip inside them to make easier to find the person wearing that cloth during and excursion in the snow.

Also for this collection Balenciaga changed the logo's style creating a connection to the sponsor shown on the technical clothes of the athletes during the winter competitions.

TIMING	Released in November 2023 , ahead of the Winter 2023 ski season.
PRICE RANGE	Approx. €850 - €3,500
DISTRIBUTION	Balenciaga's online store and selected flagship boutiques (Paris, New York, Tokyo, Seoul). Limited availability in luxury ski destinations (Courchevel, Gstaad, Aspen pop-ups).
PROMOTION	Visual campaigns featuring alpine-inspired imagery and dark, futuristic skiwear styling. Social media teasers + Balenciaga.com lookbook. Product seeding to celebrities and influencers in ski resorts.
BRAND POSITIONING	Positions Balenciaga as a luxury lifestyle house extending beyond fashion into performance and utility, reinforcing the brand's avant-garde yet practical identity.
GOAL	• Merge functionality with high-fashion aesthetics, creating statement skiwear that challenges traditional sportswear. • Expand Balenciaga into the luxury activewear and outerwear segment. • Strengthen the brand's presence in exclusive travel and resort culture.





PREVIOUS CAPSULES

BALENCIAGA X ADIDAS

The Balenciaga x Adidas capsule marked one of the most high-profile collaborations in recent luxury history, blending the heritage of Adidas sportswear with Balenciaga's disruptive, oversized, and deconstructed aesthetic.

The collection reimagined Adidas' iconic 3-Stripes and Trefoil logo through Balenciaga's lens, producing tracksuits, sneakers, T-shirts, and accessories that blurred the line between streetwear, sports, and luxury.

The capsule celebrated both Adidas' athletic identity and Balenciaga's avant-garde approach, turning everyday sports staples into collectible fashion items.

TIMING	First revealed in May 2022 during Balenciaga's Spring 23 runway show, with retail release later in November 2022.
PRICE RANGE	Approx. €250 - €4,500
DISTRIBUTION	Sold through Balenciaga's online and flagship stores. Limited availability via Adidas' CONFIRMED app and select Adidas flagships. Exclusive pop-ups in major cities like Paris, London, New York, and Tokyo .
PROMOTION	Campaign shot in Balenciaga's dystopian visual language, blending Adidas branding with dark, oversized styling. Social media buzz amplified by celebrities and influencers wearing the capsule. Worn by cultural figures across fashion and music scenes to maximize global reach.
BRAND POSITIONING	Positioned Balenciaga as a luxury disruptor collaborating with mass sportswear, reinforcing its identity as a house that challenges traditional boundaries of fashion. For Adidas, it elevated the brand into luxury crossover territory, reaching high-fashion audiences.
GOAL	• To expand Balenciaga into sportswear and mainstream culture, without losing avant-garde prestige. • To strengthen Adidas' credibility in the luxury and streetwear space. • To generate hype through exclusivity, limited distribution, and cultural conversation.







THE COMPETITOR

Balenciaga operates within a highly competitive luxury fashion landscape, sharing space with brands that also embrace avant-garde aesthetics, cultural commentary, and streetwear-luxury crossovers.

Its competitors often push boundaries in design, blending innovation with cultural relevance, and appeal to a similar global, style-conscious audience.

These include names like Off-White, Rick Owens, Maison Margiela, Vetements, and Jacquemus, all of which reinterpret fashion as both artistic expression and social commentary.



THE COMPETITOR

Off-White is an Italian luxury streetwear brand founded by Virgil Abloh in 2012. Built on the concept of "the gray area between black and white," the brand quickly became a cultural force by combining high-fashion sensibilities with streetwear staples.

Known for its distinctive quotation marks, zip ties, diagonal stripes, and ironic approach to branding, Off-White captured the attention of a new generation seeking individuality and authenticity. By 2015, the brand was showing at Paris Fashion Week, cementing its place in the luxury sphere while maintaining strong ties to music, art, and youth culture.

Virgil Abloh's role as both founder of Off-White and Artistic Director of Louis Vuitton Menswear further elevated the brand's global influence. Off-White became a platform where fashion met cultural critique, with frequent collaborations across industries making it a brand that thrives on cross-disciplinary innovation.



Both Balenciaga and Off-White stand as cultural disruptors in luxury fashion, merging streetwear with high-end design and shaping contemporary aesthetics through irony, bold branding, and cross-industry collaborations. Together, they embody the avant-garde street-luxury dialogue, making Off-White's capsule collections a natural point of comparison to Balenciaga's own explorations.



OFF-WHITE “ALL IN ONE” 2024

Off-White collaborated with rising golf star Paris Hilinski to launch the “All in One” golf-themed capsule in December 2024 at Art Basel Miami Beach.

The collection blended fashion and sport, celebrating her journey and Off-White’s streetwear aesthetic in a tennis-crossover style.

TIMING	Released in December 2024 during Art Basel Miami Beach, introduced as part of Off-White’s sports-crossover initiatives.
PRICE RANGE	Approx. €300 - €2,000
DISTRIBUTION	Limited release through Off-White flagship stores and online shop. Special pop-up activation at Art Basel Miami. Select luxury sportswear stockists.
PROMOTION	Launch event at Art Basel featuring Paris Hilinski as campaign face. Social media coverage highlighting the golf-meets-fashion crossover. Lifestyle press and influencer seeding within both fashion and sports circles.
BRAND POSITIONING	Reinforces Off-White as a cross-disciplinary brand able to blend luxury fashion with sports, culture, and lifestyle.
GOAL	• To expand Off-White into golf and lifestyle sportswear, targeting a new market. • To showcase inclusivity by supporting a rising female athlete. • To strengthen the brand’s luxury-sport fusion identity.





OFF-WHITE X AC MILAN-ANNIVERSARY

In September 2024, Off-White and AC Milan released a new capsule to celebrate the club’s 125th anniversary.

The collection featured varsity jackets, hoodies, T-shirts, baseball caps, scarves, luggage, socks all designed in black and red with gold accents and vintage football graphics.

A special New Era cap line was also launched during Milan Fashion Week

TIMING	Released in September 2024 during Milan Fashion Week, coinciding with AC Milan’s 125th anniversary celebrations.
PRICE RANGE	Approx. €200 - €1,800
DISTRIBUTION	Off-White flagship stores and online shop. AC Milan official store and selected luxury retailers. Exclusive launch events in Milan tied to the anniversary.
PROMOTION	Campaign featuring AC Milan players and models styled in anniversary looks. Special Milan Fashion Week event. Social media activation across both Off-White and AC Milan platforms, plus New Era collaboration promotions.
BRAND POSITIONING	Reinforces Off-White as a luxury brand embedded in sports and culture, celebrating heritage while pushing contemporary design.
GOAL	• To honor AC Milan’s 125-year legacy through fashion. • To merge football fandom with high fashion appeal. • To strengthen Off-White’s presence in the sports-luxury crossover segment.





PREVIOUS CAPSULES

OFF-WHITE X FARFETCH “_LOGIC”

Late 2023 saw Off-White partnering with luxury online retailer Farfetch for the “_Logic” capsule under its Beat series.

The archival-inspired collection included T-shirts, hoodies, a varsity jacket, and Out Of Office sneakers, all featuring classic graphics and co-branding.

A sub-collection also included artist-customized pieces and homeware items like rugs and posters

TIMING	Released in November 2023 as part of Farfetch’s “Beat” series of exclusive drops.
PRICE RANGE	Approx. €200 - €1,200
DISTRIBUTION	Exclusively through Farfetch online platform worldwide. Limited global shipping with artist-customized items sold in select locations.
PROMOTION	Digital campaign on Farfetch and Off-White’s platforms. Artist collaborations creating unique one-off pieces. Heavy social media buzz via influencers and fashion media outlets.
BRAND POSITIONING	Positions Off-White as a digital-first brand, connecting with global audiences through exclusive online drops and creative collaborations.
GOAL	• To expand Off-White’s e-commerce presence with Farfetch as a key partner. • To celebrate archival graphics and reintroduce iconic Off-White codes. • To reach younger, digitally engaged consumers worldwide.



PREVIOUS CAPSULES

OFF-WHITE X AC MILAN-UNIFORM

This capsule, launched in September 2023, marked the debut of Off-White's collaboration with AC Milan.

It brought together sporty design and luxury fashion with varsity jackets, hoodies, T-shirts, accessories (scarves, pouches, luggage)

TIMING	Released in September 2023 , debuting during the new football season.
PRICE RANGE	Approx. €250 - €1,500
DISTRIBUTION	Off-White flagships and Milan boutiques . AC Milan official store and select online platforms.
PROMOTION	Campaign featuring AC Milan players styled in the collection. Social media launch across Off-White and AC Milan channels. Visibility during matchday events.
BRAND POSITIONING	Positions Off-White as a cultural bridge between luxury and sport, merging fashion with football heritage.
GOAL	• To expand Off-White into the sportswear crossover market. • To strengthen ties with Milanese culture and football fandom. • To attract both fashion-forward youth and sports fans.





(3)

FUTURE TREND ANALYSIS PG. 38
STORE ANALYSIS PG. 45
E-COMMERCE ANALYSIS PG. 54

THIRD CHAPTER

THE RESEARCH

FUTURE TREND ANALYSIS

The Fall/Winter 2025/26 season signals a turning point in fashion, where creativity merges with survivalist instincts, digital fantasy, and cultural memory. In an era marked by climate urgency, technological acceleration, and shifting social values, clothing is no longer just an aesthetic statement but a tool for resilience, identity, and escape.

Fashion transforms into both armor and artifact, balancing innovation with heritage and offering new ways for consumers to connect emotionally with what they wear.

For Balenciaga, these macro trends represent an opportunity to sharpen its avant-garde narrative, amplifying dystopian storytelling while proposing forward-looking solutions.



BIO-FUTURISTIC TEXTILES & PROTECTIVE COUTURE

This trend explores the intersection of biological innovation and protective design, where clothing evolves into functional couture made to shield, adapt, and narrate a story of resilience.

Drawing on advances in bio-fabrics, nanotechnology, and eco-innovation, these designs blur the line between utility and luxury, producing garments that reflect a dystopian yet forward-thinking vision.

For Balenciaga, this means redefining the role of clothing from decoration to protection, creating pieces that echo survivalist aesthetics while addressing climate and societal anxieties.

Sustainability: By using bio-based materials, recycled nanofabrics, and lab-grown fibers, this trend reduces dependence on petroleum-derived textiles. Protective surfaces can also be engineered to last longer, reducing the need for overproduction and aligning with circular fashion strategies.

Key elements:

- Bio-based & nanotech textiles
- Cocoon-like protective silhouettes
- Reflective and laser-cut prints
- Tactical trims as couture detail



RADICAL CRAFT & TECHNO- HEIRLOOMS



This direction reimagines traditional craft for the digital age, transforming garments into emotional heirlooms with futuristic techniques. Patchworks, embroidery, and jacquards are reinvented through glitch effects and recycled materials, fusing nostalgia with innovation.

Balenciaga can harness this by creating oversized, deconstructed silhouettes that evoke both heritage and dystopia, offering consumers fashion as an artifact that carries memory and meaning. This approach reflects society's desire for authenticity and sustainability, while aligning with circular design practices.

Sustainability: Rooted in circularity, this trend thrives on upcycling, patchworking, and repurposing existing textiles. By treating clothing as heirlooms rather than disposable goods, it promotes longevity and reduces textile waste, while innovative digital techniques lower the reliance on resource-heavy traditional methods.

Key elements:

- Digital jacquards and patchwork
- Oversized deconstructed tailoring
- 3D embroidery and coded applications
- Upcycling and circular craft

NOCTURNAL ESCAPISM & DIGITAL SURFACES

Nocturnal Escapism channels fashion as a portal of fantasy, immersing wearers in shimmering, digital-inspired aesthetics.

Through iridescent textiles, phosphorescent embroidery, and reflective finishes, garments become luminous statements of escape, echoing the visual codes of nightlife, cosmic skies, and cyber-dreams.

For Balenciaga, this offers an evolution of its apocalyptic spectacles into immersive, escapist couture that balances futuristic spectacle with sustainability by replacing plastics and sequins with eco-conscious finishes.

Sustainability: Instead of relying on sequins, PVC, or petroleum-based shimmer effects, this trend incorporates biodegradable coatings, recycled metallic threads, and plant-based dyes for iridescent results. This minimizes microplastic pollution and sets a new standard for sustainable spectacle in luxury fashion.

Key elements:

- **Metallics, holographic jacquards**
- **Reflective, sharp silhouettes**
- **Glow-in-the-dark embroidery**
- **Eco-conscious luminous finishes**



FUTURE TREND ANALYSIS - COLORS

Why is this key? Future Dusk represents the night sky, infrared tones, and the second space age, symbolizing a search for restoration and celestial guidance. It captures the mystical and surreal, with glowing darks and spiritual undertones.

How to use? This palette thrives in couture and statement outerwear: pair Future Dusk with Celestial Yellow for energy, Midnight Blue for depth, and Cosmetic Pink for playful contrast. Neon Flare injects kinetic vibrancy, while Mystic Green grounds the palette in supernatural undertones.

FUTURE DUSK



FUTURE DUSK

FUTURE TREND ANALYSIS - COLORS

Why is this key? Retro Blue contrasts past dopamine brights with aged, thrift-inspired tones, evoking nostalgia, authenticity, and comfort. It reflects the cultural turn toward reuse, vintage aesthetics, and tactile joy.

How to use? Perfect for Balenciaga's ironic tailoring and exaggerated accessories. Combine Retro Blue with Transcendent Pink and Rustic Caramel for grounded luxury. Cherry Lacquer adds vibrancy, while Tea Stain and Crimson reinforce a vintage yet maximalist feel.

RETRO BLUE



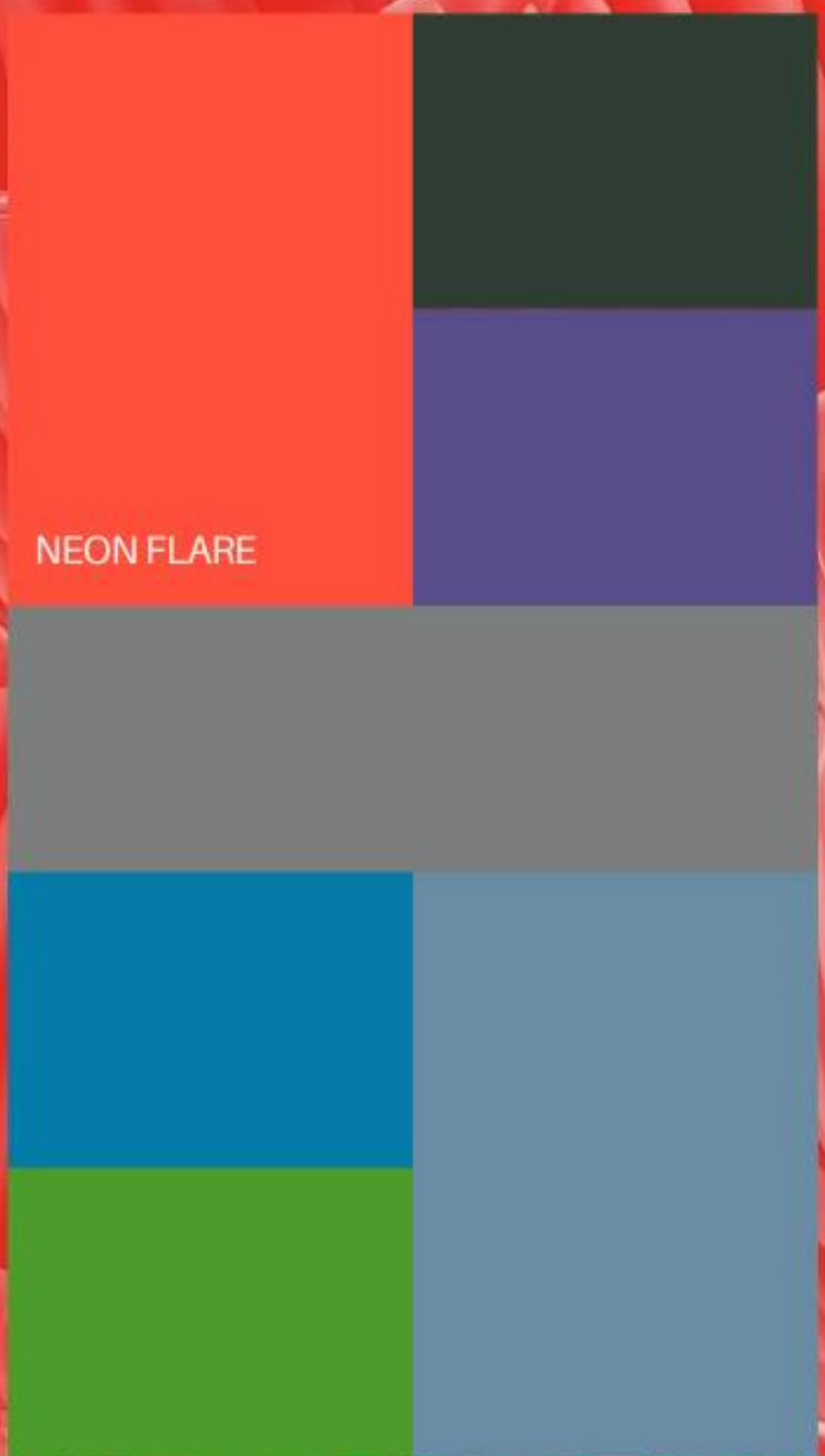
RETRO BLUE

FUTURE TREND ANALYSIS - COLORS

Why is this key? Neon Flare embodies urgency, climate alarm, and the call for repair. It merges synthetic cyber brights with wild natural greens, highlighting the symbiosis of humanity and nature.

How to use? Ideal for outdoor-inspired streetwear and futuristic couture. Pair Neon Flare with Basalt and Borrowed Blue for a cyber-utility look, or contrast with Dark Moss, Punk Purple, and Wild Green for revolutionary energy. Cyber Blue injects digital sharpness.

NEON FLARE



NEON FLARE

Balenciaga maintains a strong global presence with flagship stores and boutiques across Europe, Asia, North America, and other key fashion-forward markets.

The brand's **strongest base remains Europe, especially France and Italy**, where Balenciaga's historical roots lie. However, Asia has become its fastest-growing region, particularly China, South Korea, and Japan. North America, led by the U.S., is another core market with a concentration of flagships in major cities such as New York and Los Angeles.

This distribution highlights Balenciaga's dual strategy: maintaining its European heritage while leveraging the expanding luxury demand in Asia and North America.

BALENCIAGA

BALENCIAGA

BALENCIAGA



This map highlights Balenciaga's global retail presence, with **over 105 stores worldwide**, demonstrating the brand's strong international reach. Asia emerges as the largest market, with **20 stores in China, 15 in Japan, and 10 in South Korea**, reflecting the region's growing influence in luxury consumption.

Europe remains a key foundation, led by **France (8), Italy (7), and the UK (6)**, markets historically tied to Balenciaga's heritage and fashion leadership. The United States also plays a crucial role, with 12 stores, underscoring North America's importance for expansion and visibility.

Smaller but strategically placed locations in the UAE, Hong Kong, Taiwan, Singapore, and Australia reinforce Balenciaga's positioning in emerging and high-potential markets. Overall, this distribution shows a balance between heritage markets in Europe, expansion in North America, and dominance in Asia, aligning with the brand's strategy to blend legacy with global relevance.

STORE ANALYSIS

FRANCE	8
ITALY	7
UK	6
GERMANY	4
SPAIN	3
US	12
CANADA	2
CHINA	20
JAPAN	15
SOUTH KOREA	10
HONG KONG	4
SINGAPORE	2
TAIWAN	2
UAE	3
AUSTRALIA	1
OTHER	6

TOT.

105+

STORES AROUND THE
WORLD



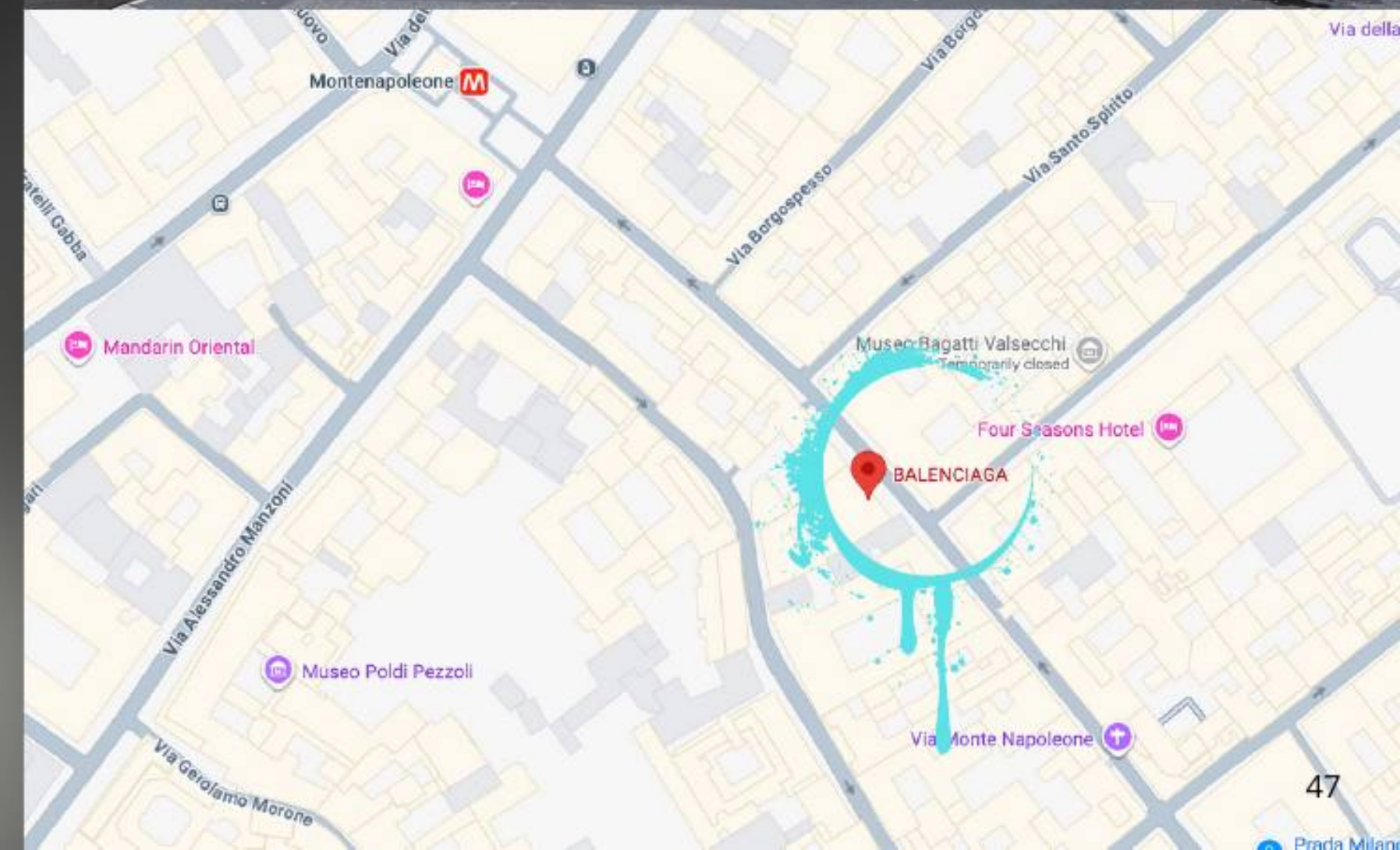
BALENCIAGA STORE

The Balenciaga flagship store in Via Monte Napoleone, Milan, stands as one of the most important retail landmarks for the brand in Italy.

Located in the heart of the city's luxury fashion district, the store reflects Balenciaga's bold and avant-garde identity while seamlessly integrating with the elegance and heritage of Milanese high fashion.

The boutique offers an immersive shopping experience thanks to its location, combining architectural minimalism with futuristic design codes that echo the brand's disruptive spirit. Inside, customers find Balenciaga's full range of collections, from ready-to-wear to accessories, footwear, and exclusive pieces.

Positioned on one of the world's most prestigious shopping streets, it highlights Balenciaga's status as both a global luxury leader and a symbol of modern creativity.



Entering in the store you can feel a mood of power and coolness.

The dominant colors are:

- black
- grey
- white
- some accent of pink, green and light blue

At the first floor are exposed a lot of accessories like bags, glasses, keychains and wallet. More deep in the store, on the same floor, there is the men collection with few pieces and a lot of shoes exposed on the shelves.



After a first look, I met the first shop assistant, who was very rude and not very happy to see me and my classmate, in fact after a few sec she was talking abt us to another shop assistant in not a very good way.

I tried to ask some question and the answers where off point. after that i continued my visit the store and after going up to the first floor, in the women section, i found a second shop assistant and this time she approached me and tried to talk to me. so this time i finally received some information.





STORE ANALYSIS - INSTORE

STORE ANALYSIS - INSTORE

All the clothes are shown on the railway making a suggest for a look or a combination made 2 by 2 or at max putting together 3 pieces.

This is a visual marketing choice to suggest to the customers and idea for a look and bring those person to buy not one, but both of the clothes shown to make that exact look.



STORE ANALYSIS - INSTORE

Some pieces from the collection are displayed on poufs, as if they'd just been thrown away by the owner in a hurry.

This reflects the mood of the Balenciaga customer: cheeky and busy.





During the visit in store i found that balenciaga has exposed their capsule collection for the winter. Skiwear collection.



STORE ANALYSIS - INSTORE

E-COMMERCE ANALYSIS

GENERAL

The table outlines Balenciaga’s Merchandising Mix for its e-commerce offering, highlighting the distribution of products across categories, their quantities, and price ranges. Items are divided into two main sections: Total to Make and Total to Buy.

Product Categories:

The mix spans outerwear (coats, jackets, trench coats, down jackets), tailored garments (blazers, trousers, skirts), dresses, cut & sewn items (T-shirts, sweatshirts, tops), fully fashioned knits, denim, and leather products. Categories such as **T-shirts** (42 pieces) and **sweatshirts** (24 pieces) dominate the offering, supported by **denim pants** (22 pieces) and **jackets** (19 in total across materials). High-ticket items like leather jackets and long dresses elevate the premium end of the mix.

Price Analysis:

- The price spectrum ranges widely:
- T-shirts: entry-level at €495, averaging €1,290.
 - Leather jackets: reaching the top tier at €14,000.
 - This demonstrates Balenciaga’s dual strategy of offering accessible luxury basics while reinforcing its reputation for ultra-premium statement pieces.

Distribution:

- **32%** of pieces (55 total) fall under “**Total to Make**” reflecting capsule innovation and seasonal storytelling.
- **68%** (119 pieces) are “**Total to Buy**” highlighting Balenciaga’s reliance on denim, cut & sewn, and knitwear staples to balance its mix.

MERCHANDISING MIX E-COMMERCE ANALYSIS						
PRODUCT CATEGORY	PIECES	%	PRICES			
			MIN	AVE	MAX	
COATS	4	2%	\$ 2.890,00	\$ 5.170,00	\$ 7.450,00	
TRENCH COATS	1	1%	\$ 3.190,00	\$ 3.190,00	\$ 3.190,00	
DOWN JACKETS	1	1%	\$ 3.650,00	\$ 3.650,00	\$ 3.650,00	
JACKETS	7	4%	\$ 2.490,00	\$ 3.190,00	\$ 3.890,00	
BLAZERS	3	2%	\$ 3.150,00	\$ 3.350,00	\$ 3.550,00	
FORMAL TROUSERS	3	2%	\$ 1.450,00	\$ 1.500,00	\$ 1.550,00	
CASUAL TROUSERS	6	3%	\$ 925,00	\$ 1.437,50	\$ 1.950,00	
SHORTS	2	1%	\$ 675,00	\$ 735,00	\$ 795,00	
SHORT SKIRTS	1	1%	\$ 1.690,00	\$ 1.690,00	\$ 1.690,00	
LONG SKIRTS	4	2%	\$ 1.450,00	\$ 1.700,00	\$ 1.950,00	
SHORT DRESSES	3	2%	\$ 1.450,00	\$ 2.220,00	\$ 2.990,00	
LONG DRESSES	10	6%	\$ 995,00	\$ 29.997,50	\$ 59.000,00	
BLOUSES	7	4%	\$ 1.150,00	\$ 1.670,00	\$ 2.190,00	
TOPS (WOVEN)	3	2%	\$ 525,00	\$ 1.107,50	\$ 1.690,00	
TOTAL TO MAKE	55	32%				
CUT & SEWN						
T-SHIRT S/S	42	24%	\$ 495,00	\$ 892,50	\$ 1.290,00	
T-SHIRT L/S	2	1%	\$ 825,00	\$ 900,00	\$ 975,00	
TOPS	2	1%	\$ 595,00	\$ 892,50	\$ 1.190,00	
SKIRTS	1	1%	\$ 1.190,00	\$ 1.190,00	\$ 1.190,00	
SWEATSHIRTS	24	14%	\$ 1.090,00	\$ 1.990,00	\$ 2.890,00	
FULLY FASHIONED KNITS						
CARDIGAN	2	1%	\$ 2.190,00	\$ 2.190,00	\$ 2.190,00	
SWEATER L/S	6	3%	\$ 1.350,00	\$ 2.150,00	\$ 2.950,00	
TROUSERS	1	1%	\$ 9.090,00	\$ 9.090,00	\$ 9.090,00	
DRESS	1	1%	\$ 1.950,00	\$ 1.950,00	\$ 1.950,00	
DENIM						
JACKETS	6	3%	\$ 1.690,00	\$ 2.370,00	\$ 3.050,00	
PANTS	22	13%	\$ 895,00	\$ 1.592,50	\$ 2.290,00	
SKIRTS	2	1%	\$ 1.190,00	\$ 1.370,00	\$ 1.550,00	
LEATHER						
JACKETS	3	2%	\$ 7.150,00	\$ 10.575,00	\$ 14.000,00	
SWIMWEAR	3	2%	\$ 550,00	\$ 700,00	\$ 850,00	
LINGERIE	2	1%	\$ 495,00	\$ 497,50	\$ 500,00	
TOTAL TO BUY	119	68%				
GRAND TOTAL	174					54
%	100%					

COATS AND TRENCH

TOT. PIECES ANALIZED

4

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE (IT)	PRICE IN \$
	Outerwear Zip-up Hoodie in Light Beige	Coat	Outerwear Zip-Up Hoodie in light beige fake shearling	768694TMQ269002	100% polyester	Light beige	46-58	2,890
	One Layer Raglan Coat in Black/grey	Coat	One Layer Raglan Coat in black and grey vintage checked wool	838934TSU201269	Main material: 100% wool Lining: 100% cupro Pocket lining: 100% cotton	Black/Grey	36-48	4,090
	Women's Animal-free Fur Maxi Coat in Brown	Coat	Animal-Free Fur Maxi Coat in brown embossed cable knit for Women	848877TTQ072135	Main material: 100% polyester Lining: 100% cupro Pocket lining: 100% cotton	Brown	36-48	7,450
	Women's Cocoon Short Trench in Beige	Trench	Cocoon Short Trench in beige regenerative cotton twill	850880TSP139772	Main material: 100% cotton Lining: 100% cupro Pocket lining: 100% cotton	Beige	36-48	3,190

BALENCIAGA

E-COMMERCE ANALYSIS

DOWN JACKETS,
JACKETS AND
BLAZER

TOT. PIECES ANALIZED

11

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE (IT)	PRICE IN \$
	Women's Hooded Corseted Puffer in Pink	Down Jacket	Hooded Corseted Puffer in pink matte synthetic material for Women	848873TNO125630	Main material: 100% polyamide Coating: polyurethane Hood: 100% polyester Padding: 70% polyester, 27% camel hair, 3% silk	Pink/Black	40-44	3,650
	Round Harrington Jacket in Black	Jacket	Round Harrington Jacket in black papery cotton twill	831508TSP031000	100% cotton	Black	38-40	3,690
	Political Campaign Varsity Jacket in Black	Jacket	Political Campaign Varsity Jacket in black light nylon	763434TNO271000	100% polyamide	Black	36-44	3,150
	Hooded Bomber in Black	Jacket	Hooded Bomber in black nylon	800512TRO511000	Main material: 100% polyamide Hood material: 100% cotton Padding: 60% silk, 40% polylactide Embroidery: 100% polyester	Black	36-44	3,000
	Women's Balenciaga Back Zip-Up Jacket in Black	Jacket	Balenciaga Back Zip-Up Jacket in black and white synthetic material	818452TMO261000	Main material: 100% polyester Lining: 50% cotton, 50% modal Padding: 60% silk, 40% polylactide Embroidery: 100% polyester	Black	38-42	2,890
	50/50 Tracksuit Jacket in white and grey stretch technical fabric	Jacket	50/50 Tracksuit Jacket in white and grey stretch technical fabric	891363TRO319000	Main material: 100% polyester Lining: 100% polyester Embroidery: 100% polyester	White/Black	44-52	2,750
	Women's Loop Sports Icon Shrunken Varsity Jacket in White	Jacket	Loop Sports Icon Shrunken Varsity Jacket in white bomber nylon	811880TRO539000	Main material: 100% polyamide Trimming: 89% cotton, 9% polyamide, 2% elastane Lining: 100% cupro Padding: 60% silk, 40% polylactide Embroidery: 100% polyester	White	36-44	2,650
	Balenciaga Zip-Up Jacket in Black	Jacket	Balenciaga Zip-Up Jacket in black light technical micro faille	725302TPO061000	100% polyester	Black and Blue	46-56	2,490
	Women's Hourglass Jacket in Black	Blazer	Hourglass Jacket in black wool twill	571278TY1201000	100% Virgin Wool	Black	38-48	3,550
	Women's Hourglass Jacket Oversized in Black	Blazer	Hourglass Jacket Oversized in black twill tailoring	8144039KT281000	Main material: 50% polyester, 50% wool Lining: 100% cupro Pocket lining: 100% cotton	Black	36-46	3,390
	Single Breasted Oversized Tailored Jacket in Black	Blazer	Single Breasted Oversized Tailored Jacket in black mohair wool and ramie twill	833309TST071000	72% wool, 20% ramie, 8% mohair	Black	46-52	3,150

E-COMMERCE ANALYSIS

PANTS AND SHORTS

TOT. PIECES ANALIZED

11

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE	PRICE IN \$
	Ripped Cargo Pants in Black	Pants	Ripped Cargo Pants in black cotton ripstop are from the looks 24 and 25 of the Balenciaga's Winter 23 Collection.	768810TKP271000	100% cotton	Black	XS-L	1,950
	Women's Cargo Pants Regular Fit in Black	Pants	Cargo Pants Regular Fit in black workwear twill	814567TRP091000	Main material: 55% polyester, 45% cotton Pocket lining: 100% cotton Embroidery: 100% polyester	Black	XS-M	1,690
	Skater Tailored Pants in Black	Pants	Skater Tailored Pants in black regenerative wool	768544TF7031000	73% virgin wool, viscose 27%	Black	XXS-L	1,400
	Women's Baggy Tailored Pants in Black	Pants	Baggy Tailored Trousers in black barathra are from look 7 of Balenciaga's Spring 24 Collection.	773342TN7391000	100% wool	Black	XS-L	1,550
	Balenciaga Neil Polish Cropped Sweatpants in Faded Black	Pants	Balenciaga Neil Polish Cropped Sweatpants	783401TSVD41041	Main material: 100% cotton Pocket lining: 100% polyester Embroidery: 100% polyester	Dark Gray	XXS-L	1,200
	Political Campaign Baggy Sweatpants in Black	Pants	Political Campaign Baggy Sweatpants in black fleece	744513TOVV11000	100% polyester	Black	XXS-M	1,200
	International Oversized Sweatpants in Faded Black	Pants	International Oversized Sweatpants in faded black dry jersey	826180TSVL91083	Main material: 100% cotton Pocket lining: 100% cotton	Faded Black	XXS-L	1,190
	Women's Low Waist Capri Pants in Black	Pants	Low Waist Capri Pants in black fluid cellulosic poplin	831548TRO371000	Main material: 100% lycosil Lining: 100% cupro Pocket lining: 100% cotton Contains non-textile parts of animal origin	Black	XS-M	975
	Activewear Leggings in Black	Pants	Activewear Leggings in black mottie spandex	793294E2B91081	58% polyamide, 42% elastane	Black	XS-L	925
	I Love Paris & Balenciaga Sweat Shorts in Black Faded	Shorts	I Love Paris & Balenciaga Sweat Shorts in faded washed black curly fleece	676137TRV1M61041	100% cotton	Black	XXS-L	795
	Women's Activewear Cycling Shorts in Black	Shorts	Activewear Cycling Shorts in black matte spandex are from look 26 of Balenciaga Fall 24 collection.	7932954E2B91081	58% polyamide, 42% elastane	Black	XS-L	675

LONG AND SHORT SKIRTS

TOT. PIECES ANALIZED

5

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE	PRICE IN \$
	Women's Lingerie Mini Tailored Skirt in Black	Skirt	Lingerie Mini Tailored Skirt in blackbarathea wool and beige lace	831246TMT321000	Main material: 100% wool, 92% viscose, 8% elastane Lining: 100% cupro Lace: 80% polyamide, 20% elastane Contains non-textile parts of animal origin	Black and Light Beige	XS-L	1,690
	Women's Lingerie Tailored Skirt in Black	Skirt	Lingerie Tailored Skirt in black wool barathea	790575TMT321000	Main material: 100% wool, 92% viscose, 8% elastane Lining: 100% cupro Lace: 80% polyamide, 20% elastane Contains non-textile parts of animal origin	Black and Light Beige	XS-XXL	1,950
	Women's Low Waist Maxi Skirt in Black	Skirt	Low Waist Maxi Skirt in black twill tailoring is from look 01 for Balenciaga Spring 25 Collection.	817638TKT281000	50% polyester, 50% wool	Black	XS-XL	1,790
	Women's Draped Skirt in Black	Skirt	Draped Skirt in black cupro twill	831248TSO911000	100% cupro	Black	XS-XXL	1,790
	Women's Hourglass Midi Skirt in Black	Skirt	Hourglass Midi Skirt in black dry wool gabardine is from look 37 of Balenciaga Spring 25 Collection.	814083TPT241000	Main material: 100% wool Lining: 100% cupro Padding: 60% silk, 40% polylactide	Black	XS-L	1,450

BALENCIAGA

E-COMMERCE ANALYSIS

LONG AND SHORT DRESSES

TOT. PIECES ANALIZED

11

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE (IT)	PRICE IN \$
	Women's Minimal Midi Dress in Black	Dress	Minimal Midi Dress in black BB Paris jacquard	831675TON031000	54% polyester, 29% elastodiene, 17% polyamide	Black	38-42	2,990
	Women's Twisted Sleeveless Shirt Dress in Black	Dress	Twisted Sleeveless Shirt Dress in black cotton poplin	831210TSM081000	100% cotton Contains non-textile parts of animal origin	Black	38-44	1,450
	Women's Shirt Mini Dress in Black	Dress	Shirt Mini Dress in black cellulosic poplin	831222TRO371000	100% lyocell Contains non-textile parts of animal origin	Black	38-44	1,450
	Women's Asymmetric Bustier Gown in Black	Dress	Asymmetric Bustier Gown in black coated nylon is from look 25 of Balenciaga Spring 25 Collection	816779TNO231000	Main material 1: 100% polyamide Coating: polyurethane Main material 2: 100% silk Lining 1: 100% cotton Lining 2: 66% polyamide, 15% elastane	Black	42	59,000
	Women's Lace-up Pleated Dress in Cream	Dress	Lace-Up Pleated Dress in cream polka dots jacquard silk	835166TSN139020	100% silk	Cream	38-40	5,450
	Women's Patched Slip Dress in Black	Dress	Patched Slip Dress in black technical georgette is from look 42 of Balenciaga Spring 25 Collection	814348TLQ321000	Main material: 55% polyester, 40% wool, 100% polyester Detail: 80% polyamide, 20% elastane, 80% cotton, 11% polyamide Pocket lining: 100% cotton	Black	38-42	3,390
	Women's Minimal Dress in Black	Dress	Minimal Dress in black snake silk and viscose	831198TSO211000	55% silk, 45% viscose	Black	38-42	3,250
	Women's Lace-up Shirt Dress in Black	Dress	Lace-Up Shirt Dress in black technical crepe	831216TSO281000	Main material: 100% polyester Material: 88% viscose, 12% polyester	Black	38-46	3,190
	Women's Draped Dress in Black	Dress	Draped Dress in black crepe jersey	831200TRV231000	92% viscose, 8% elastane	Black	38-44	2,650
	Women's T-shirt Dress in Dark Navy	Dress	T-Shirt Dress in dark navy papery shiny jersey	812647TRV074100	Main material: 57% cupro, 43% polyamide Trimming: 96% cotton, 5% elastane	Dark Navy	38-44	1,150
	Women's Dry Imprint T-shirt Dress in Black Faded	Dress	DIY Imprint T-Shirt Dress in washed black dry jersey	777750TSVB41041	100% cotton	Black	38-46	1,080
	Women's New Year Series 25 - Inside-Out T-shirt Dress in Black Faded	Dress	New Year Series 25 - Inside-Out T-Shirt Dress in washed black vintage jersey	793840TSVA21041	Main material: 100% cotton Trimming: 97% cotton, 3% elastane Applications: 100% cotton	Black	38-44	1,050
	Women's Balenciaga Nail Polish Mini T-shirt Dress in Faded Black	Dress	Balenciaga Nail Polish Mini T-Shirt Dress in black dry jersey	784371TSVD51041	Main material: 100% cotton Trimming: 98% cotton, 2% elastane Embroidery: 100% polyester	Black	38-48	995

E-COMMERCE ANALYSIS

BLOUSES AND TOPS

TOT. PIECES ANALYZED

10

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE (IT)	PRICE IN \$
	Women's Lace-up Shirt in Black	Blouse	Lace-Up Shirt in black regenerative cotton poplin	831657TRM 281000	Main material: 100% cotton Material: 88% viscose, 12% polyester Contains non-textile parts of animal origin	Black	38-48	2,190
	Women's Lingerie Shirt in Black	Blouse	Lingerie Shirt in black fluid cellulosic poplin	831656TRO 371000	Main material: 100% lyocell, 41% viscose, 39% polyamide, 20% elastane, 84% polyamide, 16% elastane Main material 2: 68% polyamide, 32% elastane	Black	38-48	1,950
	Women's Bow Blouse in Black	Blouse	Bow Blouse in black fluid technical crepe is from look 37 of Balenciaga Spring 25 Collection.	814140TRO 211000	Main material: 100% polyester Contains non-textile parts of animal origin	Black	38-44	1,690
	Women's Knotted Cuff Blouse in Blue/White	Blouse	Knotted Cuff Blouse in sky blue and white striped technical viscose	830990TSO 253965	Main material: 87% cotton, 13% polyamide Embroidery: 100% polyester	Blue/White	36-46	1,350
	Women's Swing Shirt in Light Blue	Blouse	Swing Shirt in light blue cotton poplin	725390TNM 604200	100% cotton	Light Blue	38-44	1,250
	Women's Knotted Cuff Blouse in White	Blouse	Knotted Cuff Blouse in white regenerative cotton poplin	830990TRM 289000	Main material: 100% cotton Embroidery: 100% polyester	White	36-48	1,190
	Women's Tucked Sleeve Shirt in White	Blouse	Tucked Sleeve Shirt in white cotton poplin	834033TNM 609000	100% cotton	White	38-44	1,150
	Women's Off-shoulder Top in Black	Top	Off-Shoulder Top in black bi-stretch velvet	831665TMO 261000	Main material: 78% triacetate, 22% polyester Lining 1: 85% polyamide, 15% elastane Lining 2: 76% acetate, 21% viscose, 3% elastane	Black	38-42	1,690
	International Tank Top in Grey Blue	Top	International Tank Top in grey blue stretch peeling jersey	831051TSV M31463	94% cotton, 6% elastane	Grey Blue	38-44	525
	International Tank Top in Heather Grey	Top	International Tank Top in heather grey stretch peeling jersey	831051TSV M41300	94% cotton, 6% elastane	Grey	38-44	525

E-COMMERCE ANALYSIS

T-SHIRTS AND SWEATSHIRTS -PART 1

TOT. PIECES ANALIZED

20

PIECES IN THIS SLIDE

9

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE (IT)	PRICE IN \$
	Women's I Love Paris & Balenciaga Cropped T-shirt Oversized in Black Faded	T-shirt	I Love Paris & Balenciaga Cropped T-Shirt Oversized in faded black vintage jersey	818431TRVU91041	Main material: 100% cotton Trimming: 99% cotton, 1% elastane	Black	36-46	495
	Women's Loop Sports Icon Cropped T-shirt in Black	T-shirt	Loop Sports Icon Cropped T-Shirt in washed black and blue vintage jersey	783399TRVC23521	Main material: 100% cotton Trimming: 95% cotton, 5% elastane	Black	36-48	550
	Kim K Shrunk T-shirt in Black Faded	T-shirt	Kim K Shrunk T-Shirt in faded black stretch peeling jersey	807341TSVV31083	Main material: 100% cotton Embroidery: 100% polyester	Black	38-44	675
	New Balenciaga Back T-shirt Medium Fit in Black	T-shirt	New Balenciaga Back T-Shirt Medium Fit in black vintage jersey	764235TPVK11569	100% cotton	Black/White/Blue/Purple and Grey/Grey	48-56	725
	Political Stencil T-shirt Medium Fit in Black/white	T-shirt	Political Stencil T-Shirt Medium Fit in black and white vintage jersey	764235TQV151569	100% cotton	Black/White	46-58	750
	Women's Fashion Designer Shrunk T-shirt in Faded Black	T-shirt	Fashion Designer Shrunk T-Shirt in black dry jersey	807341TSVC51041	Main material: 100% cotton Trimming: 98% cotton, 2% elastane	Black	38-46	850
	DIY Imprint Cropped T-shirt in Sage Green	T-shirt	DIY Imprint Cropped T-Shirt in sage green vintage jersey	783399TSVB43421	Main material: 100% cotton Trimming: 97% cotton, 3% elastane	Black/Green	36-48	895
	Tape Type T-shirt Medium Fit in Raspberry	T-shirt	Tape Type T-Shirt Medium Fit in raspberry dry jersey	764235TSVK15003	Main material: 100% cotton Trimming: 98% cotton, 2% elastane	Raspberry/Beige	36-48	950
	Women's Lingerie T-shirt in Faded Black	T-shirt	Lingerie T-Shirt in faded black peeling stretch jersey	828869TNVB21083	Main material: 95% cotton, 5% elastane Trimming: 97% cotton, 3% elastane Detail: 92% polyamide, 8% elastane Lace: 57% polyamide, 23% viscose, 20% elastane	Black/White	38-46	1,190

E-COMMERCE ANALYSIS

T-SHIRTS AND SWEATSHIRTS -PART 2

TOT. PIECES ANALIZED

20

PIECES IN THIS SLIDE

11

	Paris Moon Upside Down T-shirt Oversized in Black Faded	T-shirt	Paris Moon Upside Down T-Shirt Oversized in black vintage jersey	699811TOVT31055	100% cotton	Black	46-58	1,290
	Balenciaga Back Reflective Hoodie Medium Fit in Sage Green	Sweatshirt	Balenciaga Back Reflective Hoodie medium fit in sage green dry fleece	767877TSVG63421	Main material: 100% cotton Trimming: 97% cotton, 3% elastane Embroidery: 100% polyester	Green/Blue	38-46	1,090
	Women's Political Campaign Hoodie Large Fit in Black	Sweatshirt	Political Campaign Hoodie Large Fit in black and white curly fleece	620947TKV99034		Black	36-44	1,150
	Balenciaga Back Hoodie Medium Fit in Blue	Sweatshirt	Balenciaga Back Hoodie Medium Fit in blue and white medium fleece	767877TPVK24313	100% cotton	Black/White/Blue/Purple and Grey	46-58	1,190
	Balenciaga Back Hoodie Regular Fit in Black	Sweatshirt	Balenciaga Back Hoodie Regular Fit in black and white curly fleece	600583TMVF51070	100% cotton	Black	46-58	1,190
	International Hoodie Large Fit in Faded Black	Sweatshirt	International Hoodie Large Fit in faded black dry fleece	832244TSVL41083	100% cotton	Black	46-56	1,350
	Paris Liberty Hoodie Oversized in Black	Sweatshirt	Paris Liberty Hoodie Oversized in black archetype fleece	738024TQVS11083	100% cotton	Black	36-48	1,390
	Women's Cropped Hoodie in Black Faded	Sweatshirt	Cropped Hoodie in washed black archetype fleece	783397TSVA11041	Main material: 100% cotton Application: 100% cotton	Black	36-48	1,450
	DIY Imprint Cropped Hoodie in Black Faded	Sweatshirt	DIY Imprint Cropped Hoodie in washed black dry fleece	783397TSVB51041		Black/Green	36-48	1,490
	Fashion Designer Pulled Zip-Up Hoodie Large Fit in Faded Black	Sweatshirt	Fashion Designer Pulled Zip-Up Hoodie Large Fit in black dry fleece	808227TSVC31041	Main material: 100% cotton Trimming: 98% cotton, 2% elastane	Black	46-56	1,850
	Pigalle Outerwear Zip-up Hoodie in Black	Sweatshirt	Pigalle Outerwear Zip-Up Hoodie in black fleece	768694TRVZ81000		Black	46-56	2,890

E-COMMERCE ANALYSIS

KNITWEAR

TOT. PIECES ANALYZED

10

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE (IT)	PRICE IN \$
	Women's Mini Crewneck Dress in Black	Dress	Mini Crewneck Dress in black shiny viscose sequins knit	818983T719 61000	100% polyamide Sequins	Black	38-44	1,950
	Women's Embroidered Lace Pants in Black	Pants	Embroidered Lace Pants in black lace embroidery	831560TSR9 21000	Main material: 50% glass, 50% polyester	Black	38	9,090
	Women's Patch Cropped Sweater in Grey	Knitwear - Cardigan	Patch Cropped Sweater in grey wool knit	808444T170 31401	100% wool	Grey/Black	38-44	1,390
	Women's Inside-out Cardigan in Grey	Knitwear - Cardigan	Inside-Out Cardigan in grey cashmere knit	828161T414 91240	Main material: 85% cashmere, 15% wool Trimming: 83% cashmere, 17% wool	Grey	38-44	2,190
	Women's Cropped Crewneck in Black/white	Knitwear - Sweatshirt	Cropped Crewneck in black and white wool knit	818412T172 51070	100% wool	Black	38-44	1,250
	Women's Cropped Highneck in Black/white	Knitwear - Sweatshirt	Cropped Highneck in black and white wool knit	818414T172 51070	100% wool	Black and White	38-44	1,350
	Sweater in Black	Knitwear - Sweatshirt	Sweater in black double-faced wool knit	769297T167 51000	100% virgin wool	Black	38-44	1,450
	Oversized Sweater in Black	Knitwear - Sweatshirt	Oversized Sweater in black cotton knit	833715T339 91000	Main material: 80% cotton, 20% silk Embroidery: 100% polyester	Black	36-48	1,550
	Women's Laurel Classic Inside-out V-neck Sweater in Navy	Knitwear - Sweatshirt	Laurel Classic Inside-Out V-Neck Sweater in navy cashmere fitted knit	828163T414 98065	100% cashmere	Blue Navy	38-44	1,950
	Women's Hourglass Turtleneck Sweater in Black	Knitwear - Sweatshirt	Hourglass Turtleneck Sweater in black cashmere knit	772221T414 51000	100% cashmere	Black	38-44	2,950

E-COMMERCE ANALYSIS

DENIM
-PART 1

TOT. PIECES ANALIZED

19

PIECES IN THIS SLIDE

8

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE (IT)	PRICE IN \$
	Women's Cargo Mini Skirt in Black	Denim - Skirt	Cargo Mini Skirt in black lightweight cotton ripstop	794546TQM101000	60% cotton, 40% polyamide	Black	XS-L	1,190
	Women's Ripped-off Skirt in Light Blue	Denim - Skirt	Ripped-Off Skirt in light blue cotton denim	831721TSW824200	Main material 1: 100% cotton Main material 2: 100% cupro Pocket lining: 65% polyester, 35% cotton	Light Blue	XS-L	1,150
	Denim Jacket Regular Fit in White	Denim - Jacket	Denim Jacket Regular Fit in white denim	823408TRWB49000	Main material: 100% cotton Pocket lining: 65% polyester, 35% cotton 100% polyester	White	38-44	1,690
	Women's Denim Jacket Small Fit in Light Blue	Denim - Jacket	Denim Jacket Small Fit in light blue cotton denim	834010TSW824200	Main material: 100% cotton Lining: 65% polyester, 35% polyester	Light Blue	38-44	1,850
	Oversized Jacket in Black	Denim - Jacket	Oversized Jacket in dark grey Japanese denim	724647TBP471270	100% cotton	Black	46-54	1,850
	Women's Animal-free Fur Collar Denim Jacket in Dark Blue	Denim - Jacket	Animal-Free Fur Collar Denim Jacket in dark blue cotton denim	831706TSW725002	Main material: 100% cotton Faux fur: 100% polyester Pocket lining: 65% polyester, 35% cotton	Dark Blue	38-48	2,650
	Women's Lace-up Jacket in Dark Grey	Denim - Jacket	Lace-Up Jacket in dark grey denim	831697TSW871441	Main material: 100% cotton Material 1: 86% viscose, 12% polyester	Dark Grey	38-44	2,990
	Women's Bomber Jacket in Blue	Denim - Jacket	Bomber Jacket in dark blue denim is from look 30 of Balenciaga Spring 25 Collection.	809451TRW852430	Main material: 100% cotton Lining: 100% cotton Trimming: 100% cotton Padding: 60% silk, 40% polylactide	Dark Blue	38-44	3,050

E-COMMERCE ANALYSIS

DENIM
-PART 2

TOT. PIECES ANALIZED

19

PIECES IN THIS SLIDE

11

	Women's Bootcut Pants in Blue	Denim - Pants	Bootcut Pants in blue cotton denim	751089TRW 624021	Main material: 100% cotton Pocket lining: 100% cotton	Blue	XS-L	895
	Women's Baggy Pants in Black	Denim - Pants	Baggy Pants in black soft Italian denim	745213TQW 833207	100% cotton	Black	XXS-L	995
	Bootcut Pants in Light Blue	Denim - Pants	Bootcut Pants in blue Italian ring denim	751089TNW 654036	100% cotton	Light Blue	XS-XL	1,190
	Women's Loose Fit Pants in White	Denim - Pants	Loose Fit Pants in white denim	786468TJW 949000	Main material: 100% cotton Pocket lining: 65% polyester, 35% cotton	White	XS-M	1,190
	Women's Low Waist Pants in Light Blue	Denim - Pants	Low Waist Pants in light blue denim	814225TRW 592540	Main material: 100% cotton Pocket lining: 65% polyester, 35% cotton	Light Blue	XS-L	1,350
	Baggy Pants in Light Blue	Denim - Pants	Baggy Trousers in light blue Japanese denim are from look 21 of Balenciaga's Spring 24 Collection.	773763TJW 794076	100% cotton	Light Blue	XS-L	1,490
	Women's Flared Cargo Pants in Black	Denim - Pants	Flared Cargo Pants in sunbleached black soft hand denim	814423TNW 111672	Main material: 100% cotton Pocket lining: 65% polyester, 35% cotton	Black	XS-XL	1,550
	Women's Low Waist Baggy Pants in Blue	Denim - Pants	Low Waist Baggy Pants in stained blue Italian indigo denim	821875TNW 655760	100% cotton	Blue	XS-L	1,590
	Oversized Baggy Pants in Light Blue	Denim - Pants	Oversized Baggy Pants in light blue organic selvedge denim are from looks 68 and 78 of Summer 24 Collection.	786643TQW 556379	100% cotton	Light Blue	XXS-L	1,650
	Balenciaga Large Cargo Pants in Black	Denim - Pants	Balenciaga Large Cargo Pants in black cotton ripstop are from look 66 of Summer 24 Collection.	790982TKP 271000	100% cotton	Black	XXS-XL	2,090
	Cargo Pants in Black	Denim - Pants	Cargo Pants in black soft left hand denim	767971TNW 111672	100% cotton	Black	XS-L	2,290

LEATHER

TOT. PIECES ANALIZED

3

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE (IT)	PRICE IN \$
	Women's Taxi Jacket in Black	Leather - Jackets	Taxi Jacket in black semi matte grainy calfskin	813464TRS011000	Main material: Cowskin leather Lining: 100% polyester Pocket lining: 100% cotton Padding: 60% silk, 40% polylactide	Black	40-44	7,150
	Men's Basketball Series - Bomber in Black/white	Leather - Jackets	Basketball Series - Bomber in black and white soft semi shiny leather	822777TRS011000	Main material: Cow leather Leather details: Lambskin Lining: 100% cupro Pocket lining: 100% cotton Padding: 60% silk, 40% polylactide Trimming: 100% cotton Embroidery: 100% polyester	Black	48-52	9,090
	Women's Flipped Jacket in Black	Leather - Jackets	Flipped Jacket in black smooth semi-grainy lambskin	830855TSS021000	Main material: Lambskin Lining: 73% polyester, 27% silk Pocket lining: 100% cotton Padding: 60% silk, 40% polylactide	Black	40	14,000

BALENCIAGA

FOURTH CHAPTER

13TH DISTRICT

THE CONCEPT
MERCHANDISING MIX AND PLAN
TIMING
COLOR AND FABRIC CHART
TRIMS, ACCESSORIES AND PRINT CHART

PG. 68
PG. 74
PG. 76
PG. 79
PG. 82

BALENCIAGA

WOMEN + MEN

LEVEL 1

DAMEN + HERREN

ACCESSORIES

LEVEL 0

ACCESSOIRES

(4)



THE CONCEPT

The new Balenciaga capsule collection draws its inspiration from the flamboyant and provocative style of the Capitol citizens in the Hunger Games saga.

Set in a dystopian future, The Hunger Games depicts a divided society where the wealthy Capitol rules over 12 impoverished districts, enforcing its power through an annual spectacle where tributes fight to the death and the citizen of this continent are invited to spect this event like it was a football match. The Capitol is defined by its decadence, eccentricity, and obsession with excess, standing in stark contrast to the hardship and restraint of the districts.

The collection will be titled **BALENCIAGA: 13th District.**

In the saga, District 13 is known as a ghost district, erased from the official narrative, hidden underground, and functioning as a secret power that resurfaces when least expected.

Like the 13th district, Balenciaga positions itself as an outsider within the luxury system: disruptive, subversive, and often operating beyond the conventional rules of fashion, yet exerting enormous influence on the cultural landscape.

Embodying the Capitol's attitude of superiority, extravagance, and futuristic detachment, the collection channels excess into Balenciaga's language of irony, power, and avant-garde design. Shapes are exaggerated, silhouettes sculptural, and colors theatrical, translating the saga's critique of inequality into a dystopian vision of luxury.





BALENCIAGA

New logo for the capsule collection
BALENCIAGA: 13th District

BALENCIAGA: 13TH DISTRICT - PART 1

PURPOSE

At the same time, the capsule reinforces Balenciaga's ongoing dialogue with the world of sports.

The Hunger Games themselves can be seen as a twisted parallel to global sporting spectacles, not unlike soccer, where performance, power, and spectacle converge. By merging sport-inspired functionality with Capitol-inspired futurism, this capsule builds on Balenciaga's legacy of athletic collaborations, reimagining performance wear with radical materials, iridescent finishes, and dystopian palettes.

The result is a collection that situates Balenciaga at the intersection of cultural commentary, fashion innovation, and a vision of the future.

The purpose of BALENCIAGA: 13th District is to provoke reflection on what truly matters and what does not, to challenge the audience to reconsider the real value of the things that surround us, beyond spectacle and excess.

TARGET

The capsule collection specifically caters to a bold, fashion-forward, and conceptually engaged audience:

- **Gen Z & Millennials:** Young consumers who resonate with cultural disruption, dystopian storytelling, and provocative aesthetics.
- **Creative Professionals & Influencers:** Artists, designers, and opinion leaders who value avant-garde statements and use fashion as a medium of power and commentary.
- **Luxury Consumers & Fashion Insiders:** Those seeking exclusive capsule pieces that push boundaries, both for editorial purposes and for personal collections.

BALENCIAGA: 13TH DISTRICT - PART 2

OCCASION OF USE

This capsule bridges dystopian futurism with sport-inspired utility, making it suitable for:

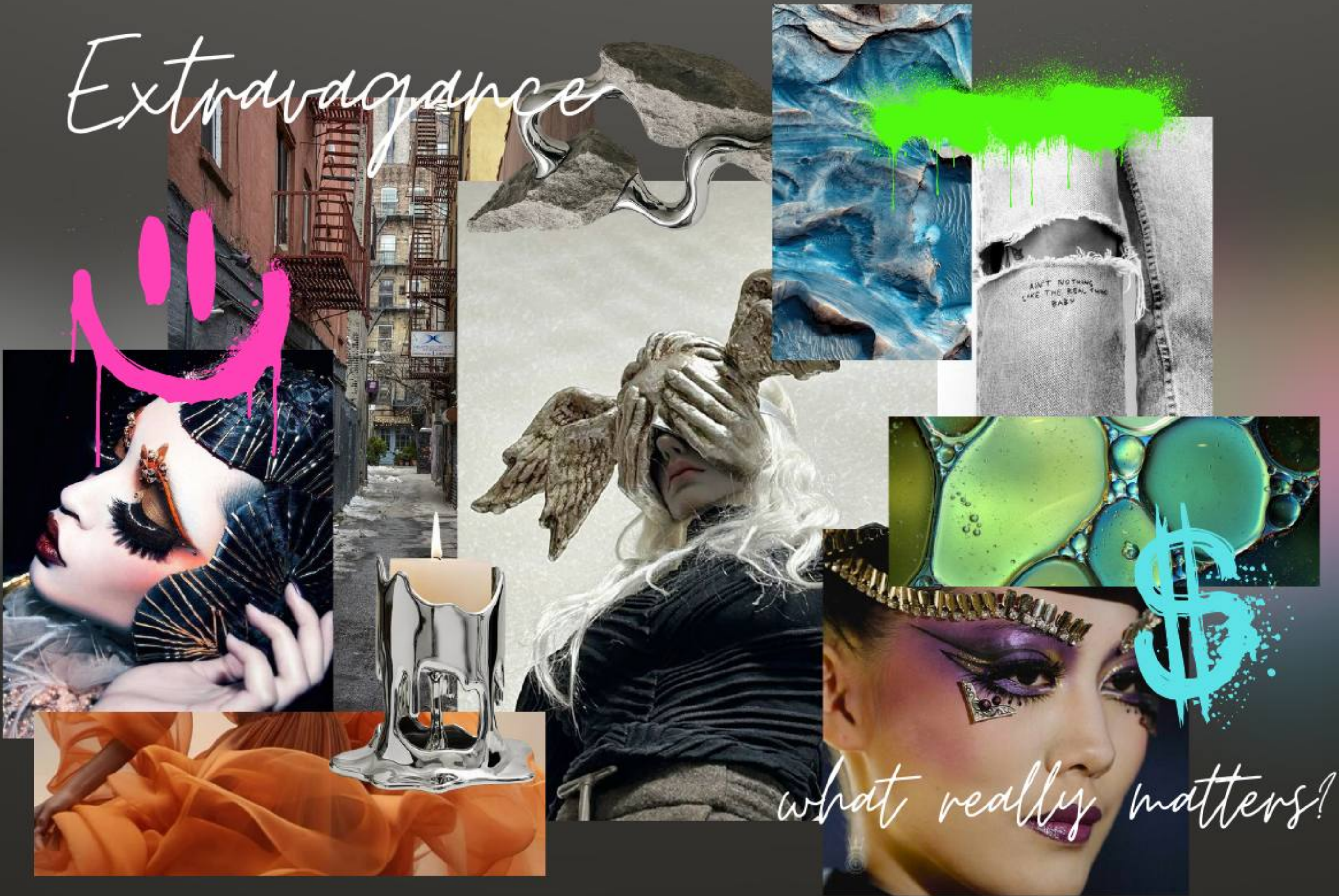
- **Fashion Week & Editorial Shoots:** Dramatic, avant-garde pieces ideal for runway showcases, editorials, and campaigns that highlight the dystopian Capitol aesthetic.
- **Special Occasions:** Sculptural designs and experimental textiles that can be worn at high-profile events, performances, or art-driven gatherings.
- **Everyday with Futuristic Edge:** Adaptable sportswear-inspired garments infused with dystopian elements, offering a wearable but impactful option for Balenciaga's loyal base.

DESIGN APPROACH

The capsule will feature:

- **Silhouettes:** Exaggerated tailoring, sharp volumes, layered sportswear references, and futuristic utility structures.
- **Color Palette:** Futuristic contrasts of neon brights and metallics against deep dystopian tones.
- **Materials:** Technical fabrics, reflective surfaces, distressed leathers, metallic foils, mesh overlays, and sport-driven textiles reimagined with futuristic finishes.
- **Details & Applications:** Embroidery, digital prints, and appliqués inspired by Capitol extravagance; dystopian references in distorted graphics, exaggerated accessories, and armor-like constructions.

Extravagance



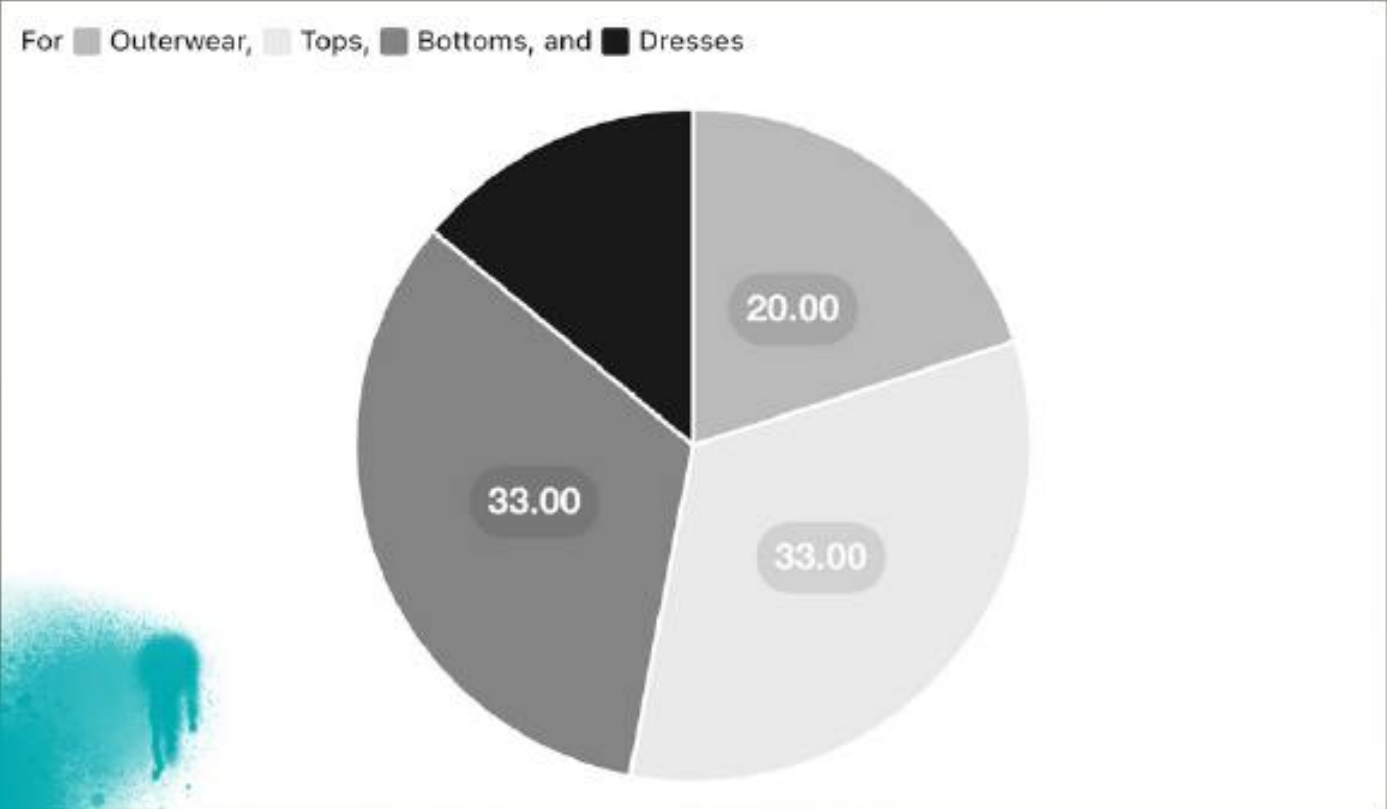
MERCHANDISING MIX

SIZE AND INSPIRATION	15 pieces – Inspired by the futuristic extravagance of the Capitol (The Hunger Games), reinterpreted through Balenciaga’s dystopian lens. A blend of superiority, excess, and sports-inspired silhouettes.
TIMING	24 September 2025 , presented during Fashion Week
DISTRIBUTION	Offline & Online – Worldwide. Available in Balenciaga flagship stores, the official site
PROMOTION	Social Media & Billboard: Dystopian-futuristic campaigns merging Capitol luxury with sports aesthetics. Pop-up Stand: Immersive installations in Milan, Paris, NYC, Seoul, and Tokyo designed as futuristic arenas.
BRAND POSITIONING	Reinforces Balenciaga as a cultural disruptor, merging dystopian narratives with sportswear functionality. Highlights exclusivity, futurism, and its role in questioning social values.
GOAL	To provoke reflection on what truly matters and what doesn’t. Using dystopian storytelling and sports references, the collection raises awareness on sustainability, culture, and human responsibility.
PRICE RANGE	Luxury-Sports Spectrum: €300 – €3,000. Accessible through sportswear-inspired pieces, exclusive through couture-driven items.
TITLE	BALENCIAGA: 13th District. The name reflects the “ghost district” in The Hunger Games, symbolizing Balenciaga as a hidden gem of fashion: disruptive, radical, and future-oriented.



MERCHANDISING PLAN

Here's the merchandising plan table for Balenciaga: 13th District, distributing 15 pieces into Outerwear, Tops, Bottoms, and Dresses.



	%	PRODUCTION CATEGORY	TOT. ART	TOT. %	PRICE POSITIONING
Outerwear	20%	Coat	1	7%	2,000€ - 2,300€
		Jacket	2	13%	1,700€ - 2,500€
Tops	33%	T-shirt	2	13%	700€ - 1,100€
		Blouse	1	7%	900€ - 1,100€
		Sweatshirt	2	13%	640€ - 730€
Bottoms	33%	Pants	3	20%	700€ - 1,000€
		Skirt	2	13%	700€ - 900€
Dresses	14%	Long Dress	1	7%	2,000€ - 2,300€
		Short Dress	1	7%	1,000€ - 1,100€
tot.			15	100%	

TIMING

-PART 1

	ACTIVITIES	GOALS	DELIVERABLE	LEAD TIME
JAN 15	Input Design / Research	Define capsule inspiration, dystopian x sports concept	Design, Creative Direction	2 weeks
FEB 10	Material Research	Source fabrics, futuristic textiles, and trims for prototypes	Design, Product Dept.	3 weeks
MAR 05	Project Presentation	Internal presentation of moodboards and sketches	Design	-
MAR 15	Project Approval	Approval of designs and collection direction	Design	-
APR 10	Technical Sheets	Prepare production-ready sketches and details	Design, Product Dept.	1 week
APR 20	Prototype Development	Produce first prototypes of key looks	Product Dept.	2 weeks
MAY 10	Fitting and Adjustments	First fittings, adjust silhouettes and materials	Design, Product Dept.	2 weeks

TIMING

-PART 2

	ACTIVITIES	GOALS	DELIVERABLE	LEAD TIME
MAY 24	Raw Material Orders	Final orders of textiles and trims	Product Dept.	3 weeks
JUN 20	Sample Order	Production of full collection samples	Manufacturing	3-4 weeks
JUL 13	Collection Presentation	Start sales	-	-
JUL 20	Sample Delivery	Delivery of full samples for campaign and buyers	Product Dept.	1 week
AUG 15	Production Launch	Final production begins	Product Dept, Manufacturing	4 weeks
SEP 20	Delivery	Goods received in warehouse	Logistics	-
SEP 24	In-Store Release	Collection available in flagship stores & online	Global Distribution	-

MAIN COLORS



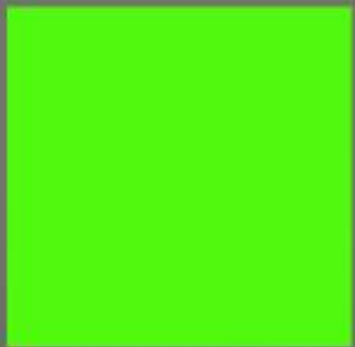
BLACK
#000000
100



GREY
#7c7e7e
900



WHITE
#f4f4f4
001



ACID GREEN
#51f90e
600



GYM BLUE
#5ce1e6
250



PINKY PINK
#ff41b6
700

COLOR CHART

TOUCH COLORS

FABRIC-PART 1



100

VIS

Viscose

92% viscose
8% elastane



700

600

FAUX

Flat Faux Fur



001

100

CCA

Cotton Canvas



250

700

CPO

Cotton Popeline

FABRIC-PART 2



600

FFKN

Fully Fashioned Knitwear
100% cotton



001

100

LEA

Leather



900

NYL

Nylon
Aluminum-Coated Nylon



250

DNM

Denim



BALENCIAGA LB
Cotton



ST1
Steel



PRB1
Steel



BCK1
Metal



ZIP1
Metal



ST2
Metal

LABEL AND ACCESSORIES

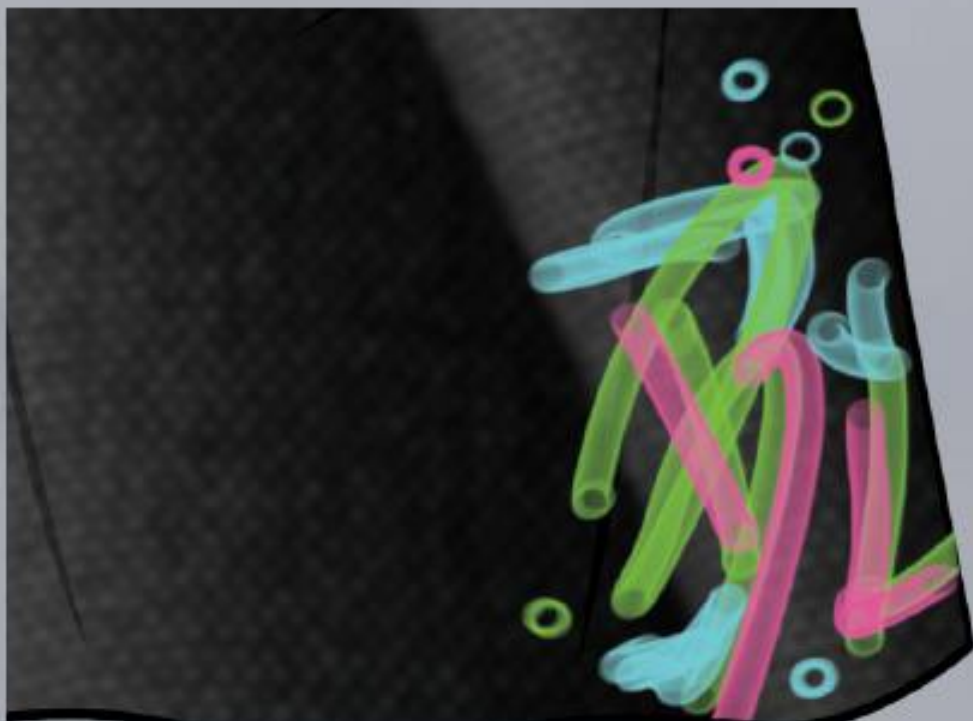


BALENCIAGA

BALENCIAGA

GR1

As BALENCIAGA done in different collection before, a new logo has been designed and will be used in different collection pieces of BALENCIAGA: 13th district.



GR2

To reconnect to the new logo, has been decided to create the letters "B" and "L" in graffiti style.

THE COLLECTION

FIFTH CHAPTER



THE PIECES
COSTS SHEET
SOURCING
COORDINATION BOARD
SELLING BOOK

PG. 85
PG. 104
PG. 119
PG. 121
PG. 123

(5)

THE PIECES - CODES



ART. 1
BWCFW25001FAUXLEA700100



ART. 5
BWCFW25602NYL900



ART. 9
BWCFW25401CCA100



ART. 13
BWCFW252001LEAFAUX100600



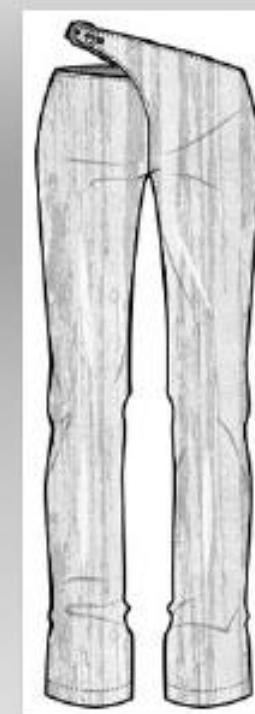
ART. 2
BWCFW25002LEACCA100100



ART. 6
BWCFW25502CCA100



ART. 10
BWCFW25402FFKNFAUX600600



ART. 14
BWCFW25202LEA001



ART. 3
BWCFW25003CPODNM250250



ART. 7
BWCFW25502CCA001



ART. 11
BWCFW25301NYL900



ART. 4
BWCFW25601VIS100



ART. 8
BWCFW25602VIS100



ART. 12
BWCFW25302CCACPO100700



ART. 15
BWCFW25900DNM250

LOOK 1



ART. 1 - COAT
BWCFW25001FAUXLEA700100



ART. 4 - SWEATSHIRT
BWCFW25601VIS100



ART. 13 - PANTS
BWCFW252001LEAFAUX100600

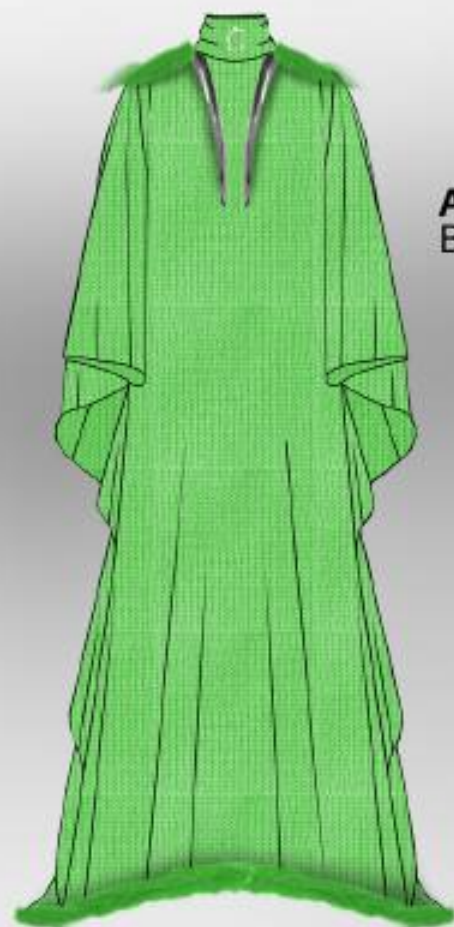
ART. 2 - JACKET
BWCFW25002LEACCA100100



ART. 9 SHORT DRESS
BWCFW25401CCA100

LOOK 2

LOOK3



ART. 10 - LONG DRESS
BWCFW25402FFKNFAUX600600

ART. 3 - JACKET
BWCFW25003CPODNM250250



ART. 7 - SHIRT
BWCFW25502CCA001



ART. 11 - SHORT SKIRT
BWCFW25301NYL900

LOOK4

LOOK5



ART. 5 - SWEATSHIRT
BWCFW25602NYL900



ART. 12 - LONG SKIRT
BWCFW25302CCACPO100700

LOOK 6



ART. 8 - BLOUSE
BWCFW25602VIS100



ART. 15 - DENIM
BWCFW25900DNM250



ART. 6 - SHIRT
BWCFW25502CCA100



ART. 14 - PANTS
BWCFW25202LEA001

LOOK 7

1ST PIECE



ITEM CHART ART. 01: FUR COAT
 PRODUCT CATEGORY: COAT
 CODE: BWCFW25001FAUXLEA700100
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: 36-48
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO BUY

COMPOSITION: 80% FUR, 20% LEATHER
 FABRIC REFERENCES:



700



100

ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel

2ND PIECE



ITEM CHART ART. 02: PUFFY JACKET
 PRODUCT CATEGORY: JACKET
 CODE: BWCFW25002LEACCA100100
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: 38-42
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO BUY

COMPOSITION: 80% COTTON CANVAS, 20% LEATHER
 FABRIC REFERENCES:



001



001

ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel

3RD PIECE



ITEM CHART ART. 03: LIGHT BLUE JACKET
 PRODUCT CATEGORY: JACKET
 CODE: BWCFW25003CPODNM250250
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: 38-44
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO BUY

COMPOSITION: 75% COTTON POPELINE, 25% DENIM
 FABRIC REFERENCES:



250



250

ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel



PRB1
 Steel

4TH PIECE



ITEM CHART ART. 04: LOGO SWEATSHIRT
 PRODUCT CATEGORY: SWEATSHIRT
 CODE: BWCFW25601VIS100
 SEASON: FW25
 THEME: BALENCIAGA

GENDER: WOMAN
 SIZE: 36-46
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO MAKE

COMPOSITION: 92% VISCOSE, 8% ELASTANE
 FABRIC REFERENCES:



ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel

PRINT REFERENCES:

BALENCIAGA GR1

5TH PIECE



ITEM CHART ART. 05: METALLIC SWEATSHIRT
 PRODUCT CATEGORY: SWEATSHIRT
 CODE: BWCFW25602NYL900
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: 36-46
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO MAKE

COMPOSITION: 100% NYLON
 FABRIC REFERENCES:



NYL

900

ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel



ZIP1
 Metal

6TH PIECE



ITEM CHART ART. 06: LOGO SHIRT
 PRODUCT CATEGORY: SHIRT
 CODE: BWCFW25502CCA100
 SEASON: FW25
 THEME: BALENCIAGA

GENDER: WOMAN
 SIZE: 36-46
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO MAKE

COMPOSITION: 100% COTTON CANVAS
 FABRIC REFERENCES:



ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel



PRB1
 Steel

PRINT REFERENCES:

BALENCIAGA GR1

7TH PIECE



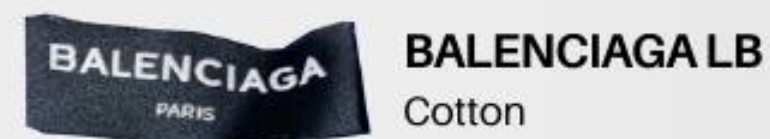
ITEM CHART ART. 07: OFF-SHOULDER SHIRT
 PRODUCT CATEGORY: SHIRT
 CODE: BWCFW25502CCA001
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: 36-44
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO MAKE

COMPOSITION: 100% COTTON CANVAS
 FABRIC REFERENCES:



ACCESORIES REFERENCES:



ST1
 Steel

PRINT REFERENCES:



GR2

8TH PIECE



ITEM CHART ART. 08: BLACK BLOUSE
 PRODUCT CATEGORY: BLOUSE
 CODE: BWCFW25602VIS100
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: 38-48
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO MAKE

COMPOSITION: 92% VISCOSE, 8% ELASTANE
 FABRIC REFERENCES:



ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel



PRB1
 Steel

9TH PIECE



ITEM CHART ART. 09: GRAFFITI DRESS
 PRODUCT CATEGORY: DRESS
 CODE: BWCFW25401CCA100
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: 36 - 40
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO MAKE

COMPOSITION: 100% COTTON CANVAS
 FABRIC REFERENCES:



ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel



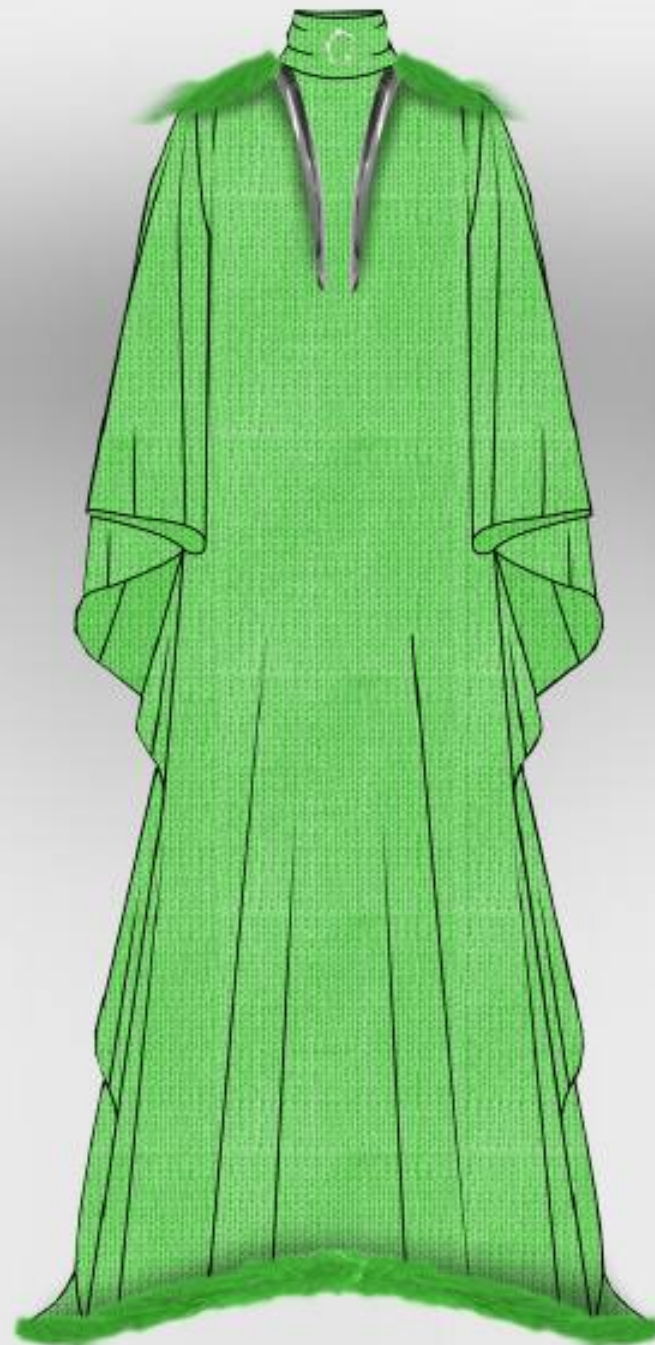
ZIP1
 Metal

PRINT REFERENCES:



GR2

10TH PIECE



ITEM CHART ART. 10: KNIT DRESS
 PRODUCT CATEGORY: DRESS
 CODE: BWCFW25402FFKNFAUX600600
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: 40 - 48
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO BUY

COMPOSITION: 90% COTTON, 10% FUR
 FABRIC REFERENCES:



600



600

ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton

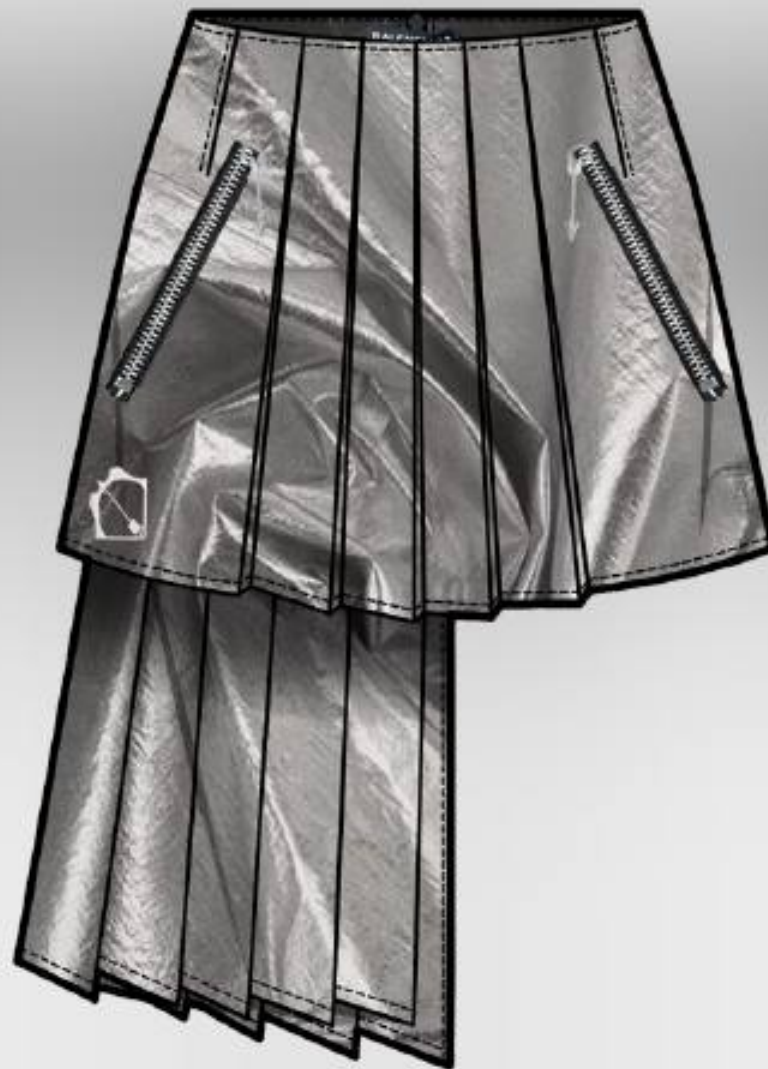


ST1
 Steel



ST2
 Metal

11TH PIECE



ITEM CHART ART. 11: METALLIC SKIRT
 PRODUCT CATEGORY: SKIRT
 CODE: BWCFW25301NYL900
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: XS - L
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO MAKE

COMPOSITION: 100% NYLON
 FABRIC REFERENCES:



900

ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel



ZIP1
 Metal

12TH PIECE



ITEM CHART ART. 12: SIREN SKIRT
 PRODUCT CATEGORY: SKIRT
 CODE: BWCFW25302CCACPO100700
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: S - XL
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO MAKE

COMPOSITION: 75% COTTON CANVAS, 25% COTTON POPELINE
 FABRIC REFERENCES:



CCA

100



CPO

700

ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton

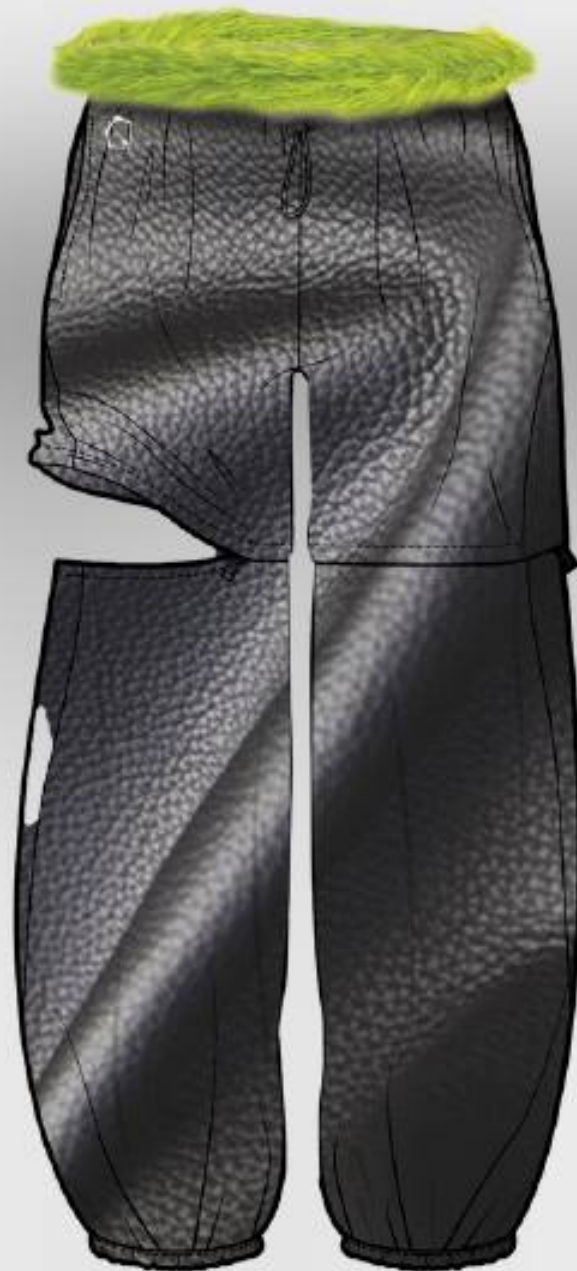


ST1
 Steel



BCK1
 Metal

13TH PIECE



ITEM CHART ART. 13: LEATHER PANTS
 PRODUCT CATEGORY: PANTS
 CODE: BWCFW252001LEAFAUX100600
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: S - XXL
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO BUY

COMPOSITION: 91% LEATHER, 9% FUR
 FABRIC REFERENCES:



LEA
 100



FAUX
 600

ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel

14TH PIECE



ITEM CHART ART. 14: GRAFFITI PANTS
 PRODUCT CATEGORY: PANTS
 CODE: BWCFW25202LEA001
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: XS - M
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO BUY

COMPOSITION: 100% LEATHER
 FABRIC REFERENCES:



001

ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel



PRB1
 Steel

PRINT REFERENCES:



GR2

15TH PIECE



ITEM CHART ART. 15: DENIM PANTS
 PRODUCT CATEGORY: PANTS
 CODE: BWCFW25900DNM250
 SEASON: FW25
 THEME: **BALENCIAGA**

GENDER: WOMAN
 SIZE: XS - XL
 SAMPLE FOR: SHOWROOM
 DESIGNER: CAMILLA CACCIALANZA
 PRODUCT IS: TO BUY

COMPOSITION: 100% DENIM
 FABRIC REFERENCES:



DNM

250

ACCESORIES REFERENCES:



BALENCIAGA LB
 Cotton



ST1
 Steel



PRB1
 Steel

COSTS SHEET

FUR COAT



MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
FAUX	Flat Faux Fur	shell	700				€ 0,00
LEA	Leather	neck part	100				€ 0,00
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST!	front			1	1	€ 1,00
							€ 0,00
							€ 0,00
							€ 0,00
							€ 0,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC..				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 5,00
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER							€ 0,00
FINISHED PRODUCT							€ 250,00
TOT. MANUFACTURING							€ 250,00
TOT. PR. + EMB.							€ 0,00
						COSTO TOTALE	€ 255,00
						Recommended Wholesale Price	€ 765,00
						Recommended Retail Price	€ 2.295,00

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25001FAUXLEA700100
FABRIC: FUR, LEATHER
COLOR: 700, 100
SIZE: 36 - 48

PRODUCT IS: TO BUY

MARK UP: X3

WHOLESALE PRICE

€765

RETAIL PRICE

€2,295

COSTS SHEET

PUFFY
JACKET

MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
CCA	Cotton Canvas	shell	1	MTL	8	2,1	€ 16,80
LEA	Leather	neck part	1				€ 0,00
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST1	front			1	1	€ 1,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC. .				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 21,80
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER							€ 0,00
FINISHED PRODUCT							€ 250,00
TOT. MANUFACTURING							€ 250,00
TOT. PR. + EMB.							€ 0,00
						COSTO TOTALE	€ 271,80
						Recommended Wholesale Price	€ 815,40
						Recommended Retail Price	€ 2.446,20

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25002LEACCA100100
FABRIC: COTTON CANVAS, LEATHER
COLOR: 001, 001
SIZE: 38 - 42

PRODUCT IS: TO BUY

MARK UP: X3

WHOLESALE PRICE

€815

RETAIL PRICE

€2,446

COSTS SHEET

LIGHT BLUE JACKET



MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
CPO	Cotton Popeline	shell	250	MTL	18	1,5	€ 27,00
DNM	Denim	neck, handcuff, waisband	250	MTL	12	1,5	€ 18,00
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST1	front		pz	1	1	€ 1,00
BUTTON	PRB1	front and handcuff	metallic	pz	1	7	€ 7,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC..				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 57,00
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	45	€ 45,00
FINISHED PRODUCT							€ 102,00
TOT. MANUFACTURING							€ 147,00
TOT. PR. + EMB.							€ 0,00
						COSTO TOTALE	€ 204,00
						Recommended Wholesale Price	€ 612,00
						Recommended Retail Price	€ 1.836,00

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25003CPODNM250250
FABRIC: COTTON POPELINE, DENIM
COLOR: 250, 250
SIZE: 38 - 44

PRODUCT IS: TO BUY

MARK UP: X3

WHOLESALE PRICE

€612

RETAIL PRICE

€1,836

COSTS SHEET

LOGO SWEATSHIRT



MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
VIS	Viscose		100	MTL	15	1	€ 15,00
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST1	front		pz	1	1	€ 1,00
							€ 0,00
							€ 0,00
							€ 0,00
							€ 0,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC..				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT. MATERIALS							C 20,00
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	15	€ 15,00
FINISHED PRODUCT							€ 40,00
TOT. MANUFACTURING							C 55,00
PRINT/EMBROIDERY	DESCRIPTION	POSITION		UM	PRICE	CONSUMPTION	COST
PRINT CODE	GR1	front			5	1	€ 5,00
EMBROIDERY CODE							€ 0,00
TOT. PR. + EMB.							€ 5,00
						COSTO TOTALE	€ 80,00
					Recommended Wholesale Price		€ 240,00
					Recommended Retail Price		€ 720,00

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25601VIS100
FABRIC: 92% VISCOSA, 8% ELASTANE
COLOR: 100
SIZE: 36 - 46

PRODUCT IS: TO MAKE

MARK UP: X3

WHOLESALE PRICE

€240

RETAIL PRICE

€720

COSTS SHEET

METALLIC
SWEATSHIRT

MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
NYL	Nylon		900	MTL	15	1	€ 15,00
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST1	front		pz	1	1	€ 1,00
ZIP	ZIP1	front		pz	1	1	€ 1,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC.,				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 21,00
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	15	€ 15,00
FINISHED PRODUCT							€ 36,00
TOT. MANUFACTURING							€ 51,00
TOT. PR. + EMB.							€ 0,00
						COSTO TOTALE	€ 72,00
						Recommended Wholesale Price	€ 216,00
						Recommended Retail Price	€ 648,00

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25602NYL900
FABRIC: NYLON
COLOR: 900
SIZE: 36 - 46

PRODUCT IS: TO MAKE

MARK UP: X3

WHOLESALE PRICE

€216

RETAIL PRICE

€648

COSTS SHEET

LOGO
SHIRT

MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
CCA	Cotton Canvas		100	MTL	8	0,9	€ 7,20
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
BUTTON	PRB1	front and shoulder		pz	1	6	€ 6,00
							€ 0,00
							€ 0,00
							€ 0,00
							€ 0,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC.,				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT. MATERIALS							C 17,20
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	25	€ 25,00
FINISHED PRODUCT							€ 58,00
TOT. MANUFACTURING							C 83,00
PRINT/EMBROIDERY	DESCRIPTION	POSITION		UM	PRICE	CONSUMPTION	COST
PRINT CODE	GR1	front			5	1	€ 5,00
EMBROIDERY CODE							€ 0,00
TOT. PR.+EMB.							€ 5,00
						COSTO TOTALE	€ 105,20
					Recommended Wholesale Price		€ 315,60
					Recommended Retail Price		€ 946,80

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25502CCA100
FABRIC: 92% VISCOSE, 8% ELASTANE
COLOR: 100
SIZE: 36 - 46

PRODUCT IS: TO MAKE

MARK UP: X3

WHOLESALE PRICE

€315

RETAIL PRICE

€946

COSTS SHEET

OFF-SHOULDER SHIRT



MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
CCA	Cotton Canvas		1	MTL	8	0,9	€ 7,20
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST1			pz	1	1	€ 1,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC..				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 12,20
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	22	€ 22,00
FINISHED PRODUCT							€ 44,20
TOT. MANUFACTURING							€ 66,20
PRINT/EMBROIDERY	DESCRIPTION	POSITION		UM	PRICE	CONSUMPTION	COST
PRINT CODE	GR1				5	1	€ 5,00
PRINT CODE	GR2				5	1	€ 5,00
TOT. PR.+EMB.							€ 10,00
						COSTO TOTALE	€ 88,40
						Recommended Wholesale Price	€ 265,20
						Recommended Retail Price	€ 795,60

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25502CCA001
FABRIC: COTTON CANVAS
COLOR: 001
SIZE: 36 - 44

PRODUCT IS: TO MAKE

MARK UP: X3

WHOLESALE PRICE

€265

RETAIL PRICE

€795

COSTS SHEET

BLACK BLOUSE



MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
VIS	Viscosa		100	MTL	15	1,2	€ 18,00
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
BUTTON	PRB1			pz	1	8	€ 8,00
STUDS	St1			pz	1	1	€ 1,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC. .				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 31,00
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	25	€ 25,00
FINISHED PRODUCT							€ 56,00
TOT. MANUFACTURING							€ 81,00
TOT. PR.+EMB.							€ 0,00
						COSTO TOTALE	€ 112,00
						Recommended Wholesale Price	€ 336,00
						Recommended Retail Price	€ 1.008,00

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25602VIS100
FABRIC: 92% VISCOSE, 8% ELASTANE
COLOR: 100
SIZE: 38 - 48

PRODUCT IS: TO MAKE

MARK UP: X3

WHOLESALE PRICE

€336

RETAIL PRICE

€1,008

COSTS SHEET

GRAFFITI
DRESS

MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
CCA	Cotton Canvas		100	MTL	8	2,1	€ 16,80
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST1			pz	1	1	€ 1,00
ZIP	ZIP1			pz	1	1	€ 1,00
							€ 0,00
							€ 0,00
							€ 0,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC..				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT. MATERIALS							€ 22,80
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	30	€ 30,00
FINISHED PRODUCT							€ 57,80
TOT. MANUFACTURING							€ 87,80
PRINT/EMBROIDERY	DESCRIPTION	POSITION		UM	PRICE	CONSUMPTION	COST
PRINT CODE	GR2	front			5	1	€ 5,00
EMBROIDERY CODE							€ 0,00
TOT. PR.+EMB.							€ 5,00
						COSTO TOTALE	€ 115,60
						Recommended Wholesale Price	€ 346,80
						Recommended Retail Price	€ 1.040,40

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25401CCA100
FABRIC: COTTON CANVAS
COLOR: 100
SIZE: 36 - 40

PRODUCT IS: TO MAKE

MARK UP: X3

WHOLESALE PRICE

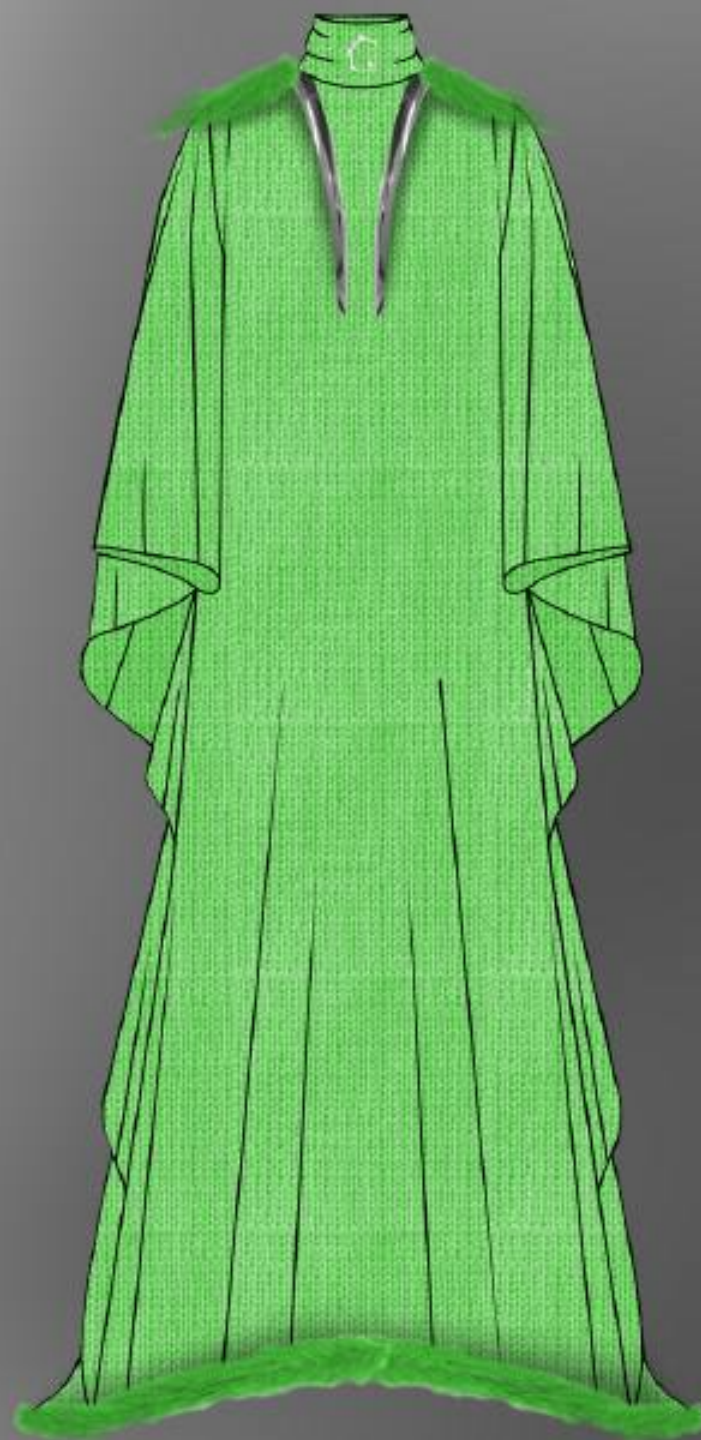
€346

RETAIL PRICE

€1,040

COSTS SHEET

KNIT DRESS



MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
FFKT	Fashioned Knitwear		600	MTL	15	3,7	€ 55,50
FAUX	Flat Faux Fur		600	MTL			€ 0,00
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST1	front		pz	1	1	€ 1,00
STUDS	ST2	front		pz	3	2	€ 6,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC..				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 66,50
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	60	€ 60,00
FINISHED PRODUCT							€ 126,00
TOT. MANUFACTURING							€ 186,00
TOT. PR.+EMB.							€ 0,00
						COSTO TOTALE	€ 252,50
						Recommended Wholesale Price	€ 757,50
						Recommended Retail Price	€ 2.272,50

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25402FFKNFAUX600600
FABRIC: COTTON CANVAS
COLOR: 600
SIZE: 40 - 48

PRODUCT IS: TO BUY

MARK UP: X3

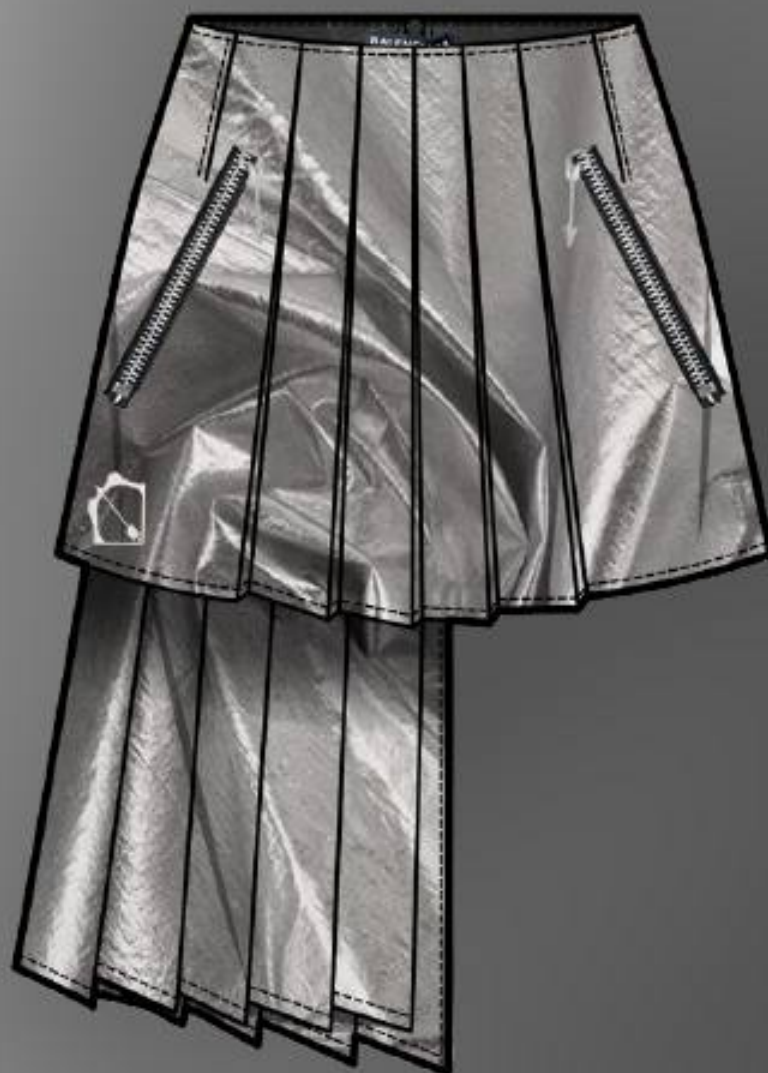
WHOLESALE PRICE

€757

RETAIL PRICE

€2,272

COSTS SHEET

METALLIC
SKIRT

MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
NYL	Nylon		900	MTL	15	1,5	€ 22,50
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST1			pz	1	1	€ 1,00
ZIP	ZIP1			pz	1	1	€ 1,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC..				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 28,50
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	20	€ 20,00
FINISHED PRODUCT							€ 48,50
TOT. MANUFACTURING							€ 68,50
TOT. PR.+EMB.							€ 0,00
						COSTO TOTALE	€ 97,00
						Recommended Wholesale Price	€ 291,00
						Recommended Retail Price	€ 873,00

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25301NYL900
FABRIC: NYLON
COLOR: 900
SIZE: XS - L

PRODUCT IS: TO MAKE

MARK UP: X3

WHOLESALE PRICE

€291

RETAIL PRICE

€873

COSTS SHEET

SIREN SKIRT



MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
CCA	Cotton Canvas		100	MTL	8	0,7	€ 5,60
CPO	Cotton Popeline		700	MTL	18	0,7	€ 12,60
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST1			pz	1	1	€ 1,00
BUCKLES	BCK1			pz	1	1	€ 1,00
ZIP							€ 0,00
							€ 0,00
							€ 0,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC..				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 24,20
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	15	€ 15,00
FINISHED PRODUCT							€ 39,20
TOT. MANUFACTURING							€ 54,20
TOT. PR.+EMB.							€ 0,00
						COSTO TOTALE	€ 78,40
						Recommended Wholesale Price	€ 235,20
						Recommended Retail Price	€ 705,60

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25302CCACPO100700
FABRIC: COTTON CANVAS, COTTON POPELINE
COLOR: 100, 700
SIZE: S - XL

PRODUCT IS: TO MAKE

MARK UP: X3

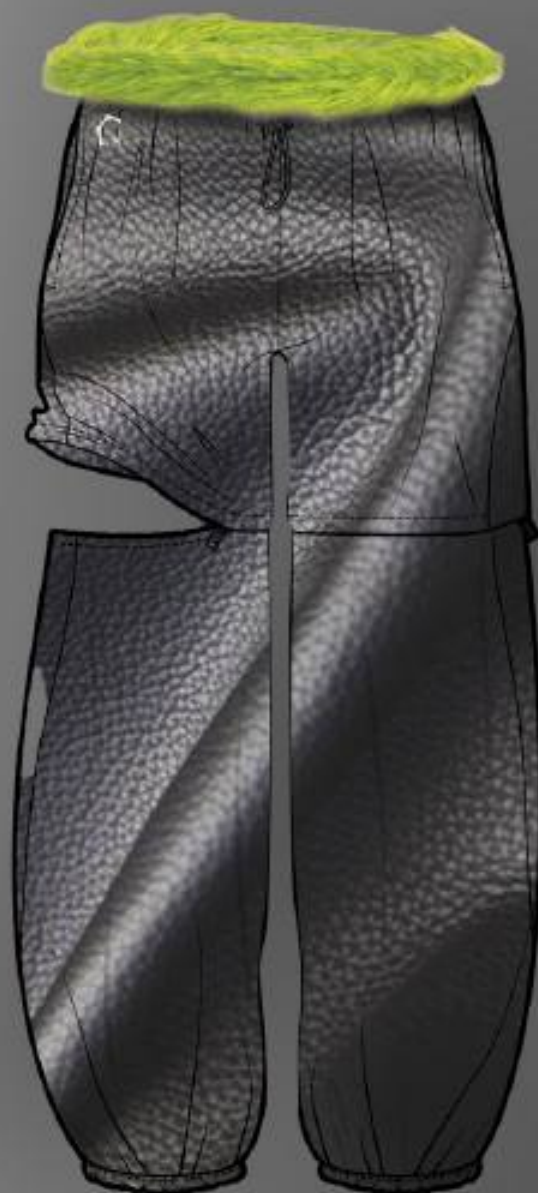
WHOLESALE PRICE

€235

RETAIL PRICE

€705

COSTS SHEET

LEATHER
PANTS

MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
LEA	Leather		100	MTL			€ 0,00
FAUX	Flat Faux Fur	waistband	600	MTL			€ 0,00
FABRIC 3							€ 0,00
LINING							€ 0,00
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
STUDS	ST1			pz	1	1	€ 1,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC.				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 5,00
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	35	€ 35,00
FINISHED PRODUCT							€ 40,00
TOT. MANUFACTURING							€ 75,00
TOT. PR. + EMB.							€ 0,00
						COSTO TOTALE	€ 80,00
						Recommended Wholesale Price	€ 240,00
						Recommended Retail Price	€ 720,00

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW252001LEAFAUX100600
FABRIC: LEATHER, FUR
COLOR: 100, 600
SIZE: S - XXL

PRODUCT IS: TO BUY

MARK UP: X3

WHOLESALE PRICE

€240

RETAIL PRICE

€720

COSTS SHEET

GRAFFITI
PANTS

MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
LEA	Leather		1	MTL			€ 0,00
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
BUTTON	PRB1			pz	1	3	€ 3,00
STUDS	ST1			pz	1	1	€ 1,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC..				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label						€ 0,00
TOT.MATERIALS							€ 7,00
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	35	€ 35,00
FINISHED PRODUCT	**INDICATE ONLY THE PRICE OF THE FINAL PRODUCT						€ 47,00
TOT. MANUFACTURING							€ 82,00
PRINT/EMBROIDERY	DESCRIPTION	POSITION		UM	PRICE	CONSUMPTION	COST
PRINT CODE	GR2	sx leg			5	1	€ 5,00
EMBROIDERY CODE							€ 0,00
TOT. PR.+EMB.							€ 5,00
						COSTO TOTALE	€ 94,00
						Recommended Wholesale Price	€ 282,00
						Recommended Retail Price	€ 846,00

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25202LEA001
FABRIC: LEATHER
COLOR: 001
SIZE: XS - M

PRODUCT IS: TO BUY

MARK UP: X3

WHOLESALE PRICE

€282

RETAIL PRICE

€846

COSTS SHEET

DENIM
PANTS

MATERIALS	DESCRIPTION	POSITION	COLORE	UM /MTL	PRICE/METER	CONSUMPTION	COST
FABRIC CODE							
DNM	Denim		250	MTL	12	1,2	€ 14,40
ACCESSORIES	DESCRIPTION	POSITION	COLOR	UM	PRICE	CONSUMPTION	COST
BUTTON	PRB1			pz	1	1	€ 1,00
STUDS	ST1			pz	1	1	€ 1,00
PACKAGING					PRICE	CONSUMPTION	COST
PACK 1	BRAND LABEL ,SIZE LABEL ,HANTAG ETC. .				3	1	€ 3,00
OTHER LABEL	BALENCIAGA label				1	1	€ 1,00
TOT.MATERIALS							€ 20,40
MANUFACTURING					COST/MINUTE	TIME	COST
MANUFACTURER					1	35	€ 35,00
FINISHED PRODUCT							€ 55,40
TOT. MANUFACTURING							€ 90,40
TOT. PR. + EMB.							€ 0,00
						COSTO TOTALE	€ 110,80
						Recommended Wholesale Price	€ 332,40
						Recommended Retail Price	€ 997,20

BRAND: BALENCIAGA
COLLECTION: 13TH DISTRICT
SEASON: FW25

CODE ITEM: BWCFW25900DNM250
FABRIC: DENIM
COLOR: 250
SIZE: XS - XL

PRODUCT IS: TO BUY

MARK UP: X3

WHOLESALE PRICE

€332

RETAIL PRICE

€997



The Balenciaga: 13th District capsule collection will be made in Japan.

By sourcing and producing in Japan, the collection draws on a unique fusion of tradition and technology that mirrors the narrative of the Hunger Games' Capitol.

Japan's textile districts, from Osaka's advanced fabric mills to Kyoto's traditional weaving houses, provide unparalleled expertise in metallic fibers, reflective surfaces, and experimental blends.

These high-tech innovations are balanced with Japan's strong commitment to sustainable practices, such as organic cotton cultivation, natural dye techniques, and eco-friendly finishing processes.

This sourcing decision also aligns with Balenciaga's vision of pushing boundaries in both sportswear and couture. Japan's mastery of performance-driven materials ensures functionality for activewear-inspired silhouettes, while its tradition of artisanal detail elevates pieces into objects of cultural expression.

By anchoring production in Japan, Balenciaga: 13th District embodies the dualities of innovation and heritage, extravagance and sustainability creating a collection that challenges perceptions of value in today's world.

13TH DISTRICT TOTAL COSTS

ARTICLES	CODE	PRODUCTION COST	PROTOTYPE COST	NUMBER OF PROTOTYPE REQUIRED	TOT. PROTOTYPE COST
ART. 01	BWCFW25001FAUXLEA700100	255,00 €	510,00 €	2	1.020,00 €
ART. 02	BWCFW25002LEACCA100100	271,80 €	543,60 €	2	1.087,20 €
ART. 03	BWCFW25003CPODNM250250	204,00 €	408,00 €	2	816,00 €
ART. 04	BWCFW25601VIS100	80,00 €	160,00 €	2	320,00 €
ART. 05	BWCFW25602NYL900	72,00 €	144,00 €	2	288,00 €
ART. 06	BWCFW25502CCA100	105,20 €	210,40 €	2	420,80 €
ART. 07	BWCFW25502CCA001	88,40 €	176,80 €	2	353,60 €
ART. 08	BWCFW25602VIS100	112,00 €	224,00 €	2	448,00 €
ART. 09	BWCFW25401CCA100	115,60 €	231,20 €	2	462,40 €
ART. 10	BWCFW25402FFKNFAUX600600	252,00 €	504,00 €	2	1.008,00 €
ART. 11	BWCFW25301NYL900	97,00 €	194,00 €	2	388,00 €
ART. 12	BWCFW25302CCACPO100700	78,40 €	156,80 €	2	313,60 €
ART. 13	BWCFW252001LEAFAUX100600	80,00 €	160,00 €	2	320,00 €
ART. 14	BWCFW25202LEA001	94,00 €	188,00 €	2	376,00 €
ART. 15	BWCFW25900DNM250	110,80 €	221,60 €	2	443,20 €
tot.		2.016,20 €	4.032,40 €	30	8.064,80 €
				Development fixed Cost 20.000,00 €	
				Sample Cost 28.064,80 €	

COORDINATION BOARD



VIS



BWCFW25601VIS100



BWCFW25602VIS100



FAUX



BWCFW25001
FAUXLEA700100



CCA



BWCFW25502
CCA100



BWCFW25502
CCA001



BWCFW25401
CCA100



BWCFW25302
CCACPO100700



CPO



BWCFW25003
CPODNM250250

COORDINATION BOARD



600

FFKN



BWCFW25402
FFKNFAUX600600



001

100

LEA



BWCFW252001
LEAFAUX100600



BWCFW25002
LEACCA100100



BWCFW25202
LEA001



900

NYL



BWCFW25602NYL900



BWCFW25301NYL900



250

DNM



BWCFW25900DNM250

13TH DISTRICT -PART 1

TOT. PIECES

15

PIECES IN THIS SLIDE

7

PICTURE	NAME	PRODUCTION CATEGORY	DESCRIPTION	CODE ID	COMPOSITION	COLOR	SIZE (IT)	WHOLESALE PRICE IN €	RETAIL PRICE IN €	MADE IN
	Fur Coat	Fur - Coat	Coat made in pink fur with black leather detail	BWCFW250 01FAUXLEA 700100	80% Fur, 20% Leather	Pink and Black	36-48	765	2.295	Japan
	Puffy Jacket	Leather - Jacket	White jacket with leader detail	BWCFW250 02LEACCA1 00100	80% Cotton canvas, 20% Leather	White	38-42	815,40	2.246,20	Japan
	Light Blue Jacket	Jacket	Jacket in cotton and denim with Hunger Games coin buttons	BWCFW250 03CPQDNM 250250	75% Cotton Popeline, 25% Denim	Light Blue	38-44	612	1.836	Japan
	Logo Sweatshirt	Sweatshirt	Black sweatshirt with the Balenciaga: 13th district logo	BWCFW256 01VIS100	92% Viscose, 8% Elastane	Black	36-46	240	720	Japan
	Metallic Sweatshirt	Sweatshirt	Metallic sweatshirt with hood	BWCFW256 02NYL900	100% Nylon	Grey	36-46	216,000	648	Japan
	Logo Shirt	Shirt	Black shirt with the Balenciaga: 13th district logo	BWCFW255 02CCA100	100% Cotton Canvas	Black	36-46	315,600	946,6	Japan
	Off-shoulder shirt	Shirt	White shirt with one off-shoulder and the Balenciaga: 13th district logo	BWCFW255 02CCA001	100% Cotton Canvas	White	36-44	265,200	795,6	Japan

BALENCIAGA

13TH DISTRICT -PART 2

TOT. PIECES

15

PIECES IN THIS SLIDE

8

	Black Blouse	Blouse	Black Blouse with Hunger Games coin buttons	BWCPW2560 2VMS100	92% Viscose, 8% Elastane	Black	38-48	336,000	1.008	Japan
	Graffiti Dress	Dress	Mini black dress with graffiti stamp	BWCPW2540 1CCA100	100% Cotton Canvas	Black	36-40	346,800	1.040,40	Japan
	Knit Dress	Knitwear - Dress	Long dress with fur and silver chrome details	BWCPW2540 2FFKN1aux5 00800	80% Cotton , 10% Fur	Green	40-48	757,500	2.272,50	Japan
	Metallic Skirt	Skirt	Metallic mini skirt asymmetric	BWCPW2530 1NYL900	100% Nylon	Grey	XS-L	291	873	Japan
	Siren Skirt	Skirt	Long black skirt with pink detail	BWCPW2530 2CCACPD10 0700	75% Cotton Canvas, 25% Cotton Popeline	Black and Pink	S-XL	235,2	705,6	Japan
	Leather Pants	Leather - Pants	Leather pants with green fur	BWCPW2520 01LEAFAUX1 00800	91% Leather, 9% Fur	Black and Green	S-XXL	240	720	Japan
	Graffiti Pants	Leather - Pants	White leather pants with graffiti stamp	BWCPW2520 2LEA001	100% Leather	White	XS-M	282	846	Japan
	Denim Pants	Denim - Pants	Denim pants with Hunger Games coin buttons	BWCPW2590 0DNM260	100% Denim	Light Blue	XS-XL	332,4	997,2	Japan

BALENCIAGA

(6)

SIXTH CHAPTER

SOURCES



AC Milan, AC Milan and off-white™ launch new collection, AC Milan, 2023.

[Accessed: 02 July 2025] [Online]

<https://www.acmilan.com/en/news/articles/sponsor/2023-09-21/ac-milan-and-off-whitetm-launch-new-collection>

AC Milan, AC Milan and off-white™ Celebrate their partnership to honour the club's 125th Anniversary, 2024.

[Accessed: 09 July 2025] [Online]

<https://www.acmilan.com/en/news/articles/sponsor/2024-09-17/ac-milan-and-off-white-celebrate-their-partnership-to-honour-the-club-125th-anniversary>

Adidas Official Website, Balenciaga / adidas Balenciaga x adidas.

[Accessed: 01 September 2025] [Online]

<https://www.adidas.com/qa/en/balenciaga.html>

Balenciaga music launches an exclusive collaboration with Italian singer Mina.

[Accessed: 09 July 2025] [Online]

<https://vogue.sg/balenciaga-music-mina/>

Balenciaga Official Online Boutique US, Winter 24.

[Accessed: 01 September 2025] [Online]

https://www.balenciaga.com/en-us/winter-24?srsId=AfmBOoq_Gvju-VI6ptclFO1YqPR1usy8fBiGA0GFDNtS26itc0t-er_z

Botelho, R., Golf Star Paris Hilinski and off-white launch 'all in one' golf capsule collection in new campaign [photos], WWD, 2024.

[Accessed: 02 July] [Online]

https://wwd.com/pop-culture/new-fashion-releases/gallery/off-white-paris-hilinski-all-in-one-golf-collection-photos-1236748837/off-white-paris-collaboration-golf-photos-r279_tha_t8a9748_fullframe/

Elle decor, La sfilata di balenciaga per la spring-Summer 2023.

[Accessed: 01 September 2025] [Online]

<https://www.elledecor.com/it/lifestyle/a41492183/balenciaga-sfilata-parigi-ss-2023/>



Fossi, M., Balenciaga Music: Mina la capsule collection raccontata in esclusiva per vogue da Demna e Massimiliano Pani, figlio e produttore dei dischi della cantante, Vogue Italia, 2024
[Accessed: 01 September 2025] [Online]
<https://www.vogue.it/article/balenciaga-mina-t-shirt-capsule-collection-foto>

Santiago, E., Balenciaga trudges through a blizzard for its winter 2022 360° collection, Hypebeast, 2022.
[Accessed: 10 July 2025] [Online]
<https://hypebeast.com/2022/3/balenciaga-winter-2022-360-collection>

Gossein, L., Fabric innovations 2025: The Future of Sustainable Textiles, Heuritech, 2025
[Accessed: 02 July] [Online]
<https://heuritech.com/articles/fashion-fabric-innovations>

Jtdapperfashionweek, Off-whiteTM farfetch launch _logic capsule collection, JTDapper Fashion Week, 2023.
Accessed: 04 July 2025] [Online]
https://jtdapperfashionweek.com/2023/11/18/off-white-farfetch-launch-_logic-capsule-collection/

Marchetti, S., Balenciaga e soccer series 2024, Una capsule collection ISPIRATA al calcio. Ma Prezzi da Capogiro, Corriere della Sera, 2024
[Accessed: 01 September 2025] [Online]
https://www.corriere.it/moda/news/24_gennaio_10/balenciaga-soccer-series-2024-capsule-collection-ispirata-calcio-ma-prezzi-capogiro-54fab270-afc5-11ee-9fa8-f1baea8c39b3_amp.html

Pompei, C., Balenciaga Svela La Capsule Collection E La playlist in Collaborazione Con Mina, Whoopsee, 2024.
[Accessed: 10 July 2025] [Online]
<https://whoopsee.it/balenciaga-svela-la-capsule-collection-e-la-playlist-in-collaborazione-con-mina/>

Quill, H., La collaborazione neo-futuristica di adidas X balenciaga è molto più indossabile di quanto pensi, GQ Italia, 2022.
[Accessed: 04 July 2025] [Online]
<https://www.gqitalia.it/moda/article/adidas-balenciaga-migliori-capi-capsule>

Team, B.M, Sustainable fashion trends to watch out for in 2025, Browzwear, 2025.

[Accessed: 01 September 2025] [Online]

<https://browzwear.com/blog/sustainable-fashion-trends>

Webb, A, Is medieval fashion the escapism we need from 2025, Byrdie. 2025

[Accessed: 05 July 2025] [Online]

<https://www.byrdie.com/medieval-fashion-trend-11679780>

WGSN, WGSN and Coloro announce the key colours for a/W 25/26.

[Accessed: 01 September 2025] [Online]

<https://www.wgsn.com/en/wgsn/press/press-releases/wgsn-and-coloro-announce-key-colours-aw-2526>

Wightman-Stone, D., Farfetch teams up with off-white for latest beat collaboration, FashionUnited, 2023.

[Accessed: 04 July] [Online]

<https://fashionunited.uk/news/fashion/farfetch-teams-up-with-off-white-for-latest-beat-collaboration/2023112172677>

