

Memorable Logo Design of Luxury Brand-Balenciaga

Siru Wang

Abstract:

This in-depth study explores the complex field of managing luxury brands, focusing on the legendary Balenciaga. Balenciaga's groundbreaking departure from traditional fashion shapes is studied, highlighting its liberation-focused design philosophy, and its 1919 roots are traced. The incorporation of streetwear components into high fashion is investigated, demonstrating the brand's capacity to respond to swift societal changes. The creations of Balenciaga are more than just clothes; they are powerful manifestations of independence and defiance. Balenciaga's lasting impact is affirmed in the report's conclusion, not just in fashion but also as a representation of resistance, advancement, and creative self-expression.

Keywords: Luxury Brand Management, Balenciaga, Fashion Innovation, streetwear Integration, Cultural Influence.

Siru Wang

Introduction

Luxury brands exemplify innovation in the ever-changing fashion business, representing exclusivity and creative expression. In this field, one company, Balenciaga, has successfully encapsulated the spirit of originality and cutting-edge design. The relationship between art and fashion, albeit often perceived as two worlds apart, has become increasingly indissoluble over the years, nourished by the mutual collaboration and the innumerable advantages both realities have drawn from it. This research aims to reveal Balenciaga's inherent attraction and its unquestionable standing within the luxury apparel industry through a thorough investigation (Piancatelli et al., 2020))

Thesis Statement: The purpose of this paper is to examine how the luxury brand Balenciaga, known for its avant-garde designs, has established itself as a prominent exemplar of creativity and enduring prominence within the luxury fashion industry by utilizing innovative design philosophy, disruptive branding strategies, and cultural resonance. We demonstrate how Balenciaga's bold inventiveness and famous emblem have pushed the bounds of luxury fashion, embracing individualism and influencing current notions of style via a study of its innovative approach to design tradition, disruptive branding, and cultural effect.

Section 1: Revolutionizing Design Tradition

Balenciaga, established by the visionary Cristóbal Balenciaga in 1919, revolutionized the conventional standards of fashion design by introducing distinctive architectural silhouettes that defied the prevailing norms. His groundbreaking methodology in sculptural

forms challenged traditional norms and established the groundwork for a unique design heritage that continues to exert a profound impact on modern fashion. Balenciaga's introduction of architectural silhouettes in 1919 radically altered the field of fashion design, establishing a lasting legacy that still impacts contemporary couture.

Balenciaga's departure from traditional fashion silhouettes was a groundbreaking innovation. In an era characterized by the prevalence of corsets and constricting silhouettes, Balenciaga adopted a daring philosophy that prioritized liberating the female figure from superfluous limitations. The architectural silhouettes he created were distinguished by their distinctive volume and shape, facilitating natural breathability and movement of the body. The design phase accounts for a substantial part of a product's environmental impact; nevertheless, there remains a lack of exploration through academic design research on how design can contribute to circular business models (Claxton & Kent, 2020). In addition to releasing the feminine body from restrictions, Balenciaga's daring break from conventional fashion rules also featured architectural shapes with improved comfort and movement.

Balenciaga's design is entirely digital and doesn't exist in the real world. In contrast to other companies, which could have logos that can be found on items, shops, etc., Balenciaga is only present online. Based on the enormous quantity of data and information, my design processes are always changing and getting better. Most logos change now and then, but not often enough to qualify as learning-based evolution.

Claxton and Kent's research (2020) indicates that premium businesses deliberately utilize larger logos to suggest rank and affluence. The global fashion industry, driven by the 'fast fashion' business model, has contributed to

an increased volume of products with shorter life cycles, accompanied by deflation of retail prices. By prominently featuring their logos on products, Louis Vuitton and Gucci are two businesses that have successfully harnessed the halo effect. This tactic raises both brand recognition and consumer perception of the value of their items. In a time of rapid product turnover and deflated pricing for quick fashion, Claxton and Kent's research highlights how luxury labels like Louis Vuitton and Gucci purposefully use bigger logos to represent richness.

Balenciaga's sculptural forms defied conventional fashion norms and revolutionized how the human body is perceived when adorned with clothing. His designs challenged the traditional notion of how clothing should conform to the body, instead prioritizing the transformation of the body within the garment itself. Balenciaga's approach encouraged individuals to reassess their connection with garments, viewing them as tools for empowerment and self-expression. The artist's adeptness in redefining beauty standards and fashion conventions was evident through exaggerated forms and inventive draping techniques, solidifying his status as a pioneering figure in fashion. Balenciaga's groundbreaking status in the fashion industry was cemented by his inventive draping and reimagining standards of beauty, pushing the boundaries of conventional fashion paradigms and altering how the human body was perceived in clothing, emphasizing empowerment and self-expression.

Section 2: Disruptive Branding and Cultural Resonance

Balenciaga, a renowned pillar of the high fashion realm, has spearheaded a groundbreaking transformation within the industry by skillfully amalgamating streetwear elements into its distinctive design philosophy. This distinctive amalgamation not only established a novel framework in the realm of fashion but also profoundly impacted the industry, reshaping brand perception and altering consumer expectations. The well-known high fashion brand Balenciaga has successfully incorporated streetwear aspects into its design ethos, revolutionizing the fashion industry and drastically impacting brand perception and customer expectations.

By raising streetwear to the level of high fashion, Balenciaga created a paradigm shift in the fashion business that had a significant effect. The brand challenged the traditional lines that had traditionally divided luxury from regular fashion by fusing urban aesthetics with haute couture. Incorporating hoodies, sneakers, and oversized silhouettes into Balenciaga's collections challenged the perception that high fashion was confined to an exclusive realm. For instance, luxury represents a relatively small sector of the economy compared to the automobile or food industry (Kapferer & Michaut-Denizeau, 2017).

Balenciaga's blurring of the barriers between high fashion and streetwear caused a significant shift in the industry.

Mrad et al. (2020) claim that premium businesses purposefully use subtly placed logos in their commercials to encourage customer memory recall. This tactic establishes a strong connection between the logo and the basic principles of the brand. High-end companies like Chanel have expertly incorporated their emblems into marketing initiatives, increasing brand recognition and client loyalty. In recent years, brands have shifted their focus from attracting new customers to strengthening relationships with existing ones. Recent years have seen a noticeable change in emphasis from recruiting new consumers to maintaining current connections.

Balenciaga's incorporation of streetwear-inspired designs resulted in a significant shift in its target audience. Incorporating urban elements into high fashion has made Balenciaga more accessible to a wider range of consumers, thereby blurring the boundaries between traditional luxury buyers and streetwear enthusiasts. When apparel brand managers attempt to raise their brand value, store location status is their major concern since they consider it one way to influence their brand value (Kumagai & Nagasawa, 2017). Clothing brand managers focus on shop location status as a critical element affecting their brand's perceived value to increase brand value.

Section 3: Cultural Identity and Digital Influence

Balenciaga, a renowned fashion brand known for its avant-garde designs, assumes the role of a cultural provocateur. The unconventional creations produced by this brand go beyond mere garments; instead, they serve as potent expressions of rebellion and individualism that have a profound impact extending beyond the boundaries of the fashion industry. Famous for its avant-garde designs, Balenciaga goes beyond traditional fashion to become a cultural troublemaker.

Luxury brands are survivors of recession; they have existed for decades. Balenciaga's designs transcend mere garments, embody artistic expressions that defy societal norms of conformity. By challenging established norms and conventions, the brand effectively conveys the daring message that fashion possesses the power to serve as a significant platform for cultural critique and commentary. Balenciaga's clothing communicates a language of dissent, encouraging individuals to critically examine established norms and carve out their distinct trajectories (Mensa & Deng, 2021). Luxury brands are a prime example of resilience due to their persistent existence over decades and economic downturns. Beyond just being fashion, Balenciaga's creations are creative statements that question social norms.

Luxury firms carefully craft logos that speak to the goals

and ideals of their target market. According to Icon-Icon (2020), who claims that luxury branding is a complex process involving a synthesis of visual appeal and symbolic significance, this tactic aligns with their results. Balenciaga is one of several luxury businesses that use logo designs that represent a certain lifestyle to appeal to their customers' common needs and goals. The logo included on the tag showed only the designer's last name and 'Maison de Paris.' Balenciaga, like other upscale businesses, uses logo designs that represent a specific lifestyle to appeal to its audience's common goals and aspirations. Notably, the tag's logo simply includes the words "Maison de Paris" and the designer's last name.

Balenciaga's designs embody the essence of individualism and defiance against the process of homogenization. By embracing asymmetry, utilizing unexpected materials, and incorporating avant-garde forms, the brand enables individuals to embrace and celebrate their individuality. Each garment assumes the role of a symbol representing one's identity, providing individuals with a means to distinguish themselves in a society that frequently emphasizes uniformity. Every piece of clothing represents one's identity, giving people a means to stand out in a culture that frequently values conformity.

Conclusion

To conclude, the skill of creating distinctive and enduring logos is a tribute to the strategic understanding of these businesses in luxury brand management. A rich tapestry of ideas is revealed via a thorough investigation of the effects of logo size on consumer perception, the efficiency of logo-driven marketing, and the symbolic function of logos in conveying collective identity. How logo size affects customer perception draws attention to the underlying psychology at work. The purposeful use of bigger logos appeals to our tendency to equate grandeur with distinction and fosters an exclusivity that enhances the brand's charm. This deliberate manipulation of perception shows the subtle interaction between aesthetics

and psychological triggers that luxury companies skilfully use. Balenciaga's enduring legacy is deeply entrenched in its audacious creativity, fearless branding strategies, and remarkable ability to encapsulate the spirit of the times. The brand's capacity to defy traditional norms while appealing to various individuals distinguishes it as an exemplar of innovation. The appeal of Balenciaga extends beyond the realm of fashion, encapsulating a spirit of defiance, progress, and the artistic pursuit of self-expression.

Reference

- Claxton, S., & Kent, A. (2020). The management of Sustainable Fashion Design Strategies: An analysis of the designer's role. *Journal of Cleaner Production*, 268, 122112. <https://doi.org/10.1016/j.jclepro.2020.122112>
- Icon-Icon. (2020, October 20). The Balenciaga logo, from discretion to an emblem - icon. ICON. <https://www.icon-icon.com/en/the-balenciaga-logo-from-discretion-to-an-emblem/>
- Kapferer, J.-N., & Michaut-Denizeau, A. (2017). Is luxury compatible with sustainability? Luxury consumers' viewpoint. *Advances in Luxury Brand Management*, 123–156. https://doi.org/10.1007/978-3-319-51127-6_7
- Kumagai, K., & Nagasawa, S. (2017). Consumers' perceptions of store location affect on the status of luxury, non-luxury, and unknown apparel brands. *Journal of Global Fashion Marketing*, 8(1), 21–39. <https://doi.org/10.1080/20932685.2016.1257359>
- Mensa, M., & Deng, T. (Tony). (2021). Luxury fashion brands and consumers: women are more sexualized by consumers than brands on Instagram. *Tripodos*, (50), 17–35. <https://doi.org/10.51698/tripodos.2021.50p17-35>
- Mrad, M., Majdalani, J., Cui, C. C., & El Khansa, Z. (2020). Brand addiction in the contexts of luxury and fast-fashion brands. *Journal of Retailing and Consumer Services*, 55, 102089. <https://doi.org/10.1016/j.jretconser.2020.102089>
- Piancatelli, C., Carbonare, P. M., & Cuadrado-García, M. (2020). Balenciaga: The master of haute couture. *The Artification of Luxury Fashion Brands*, 141–162. https://doi.org/10.1007/978-3-030-26121-4_6