

BALENCIAGA

Brand Extension Design Project

Delainey & Sunny

Oct 20, 2025

LXMT 501- A01

Concept

Elegance, reconstruction

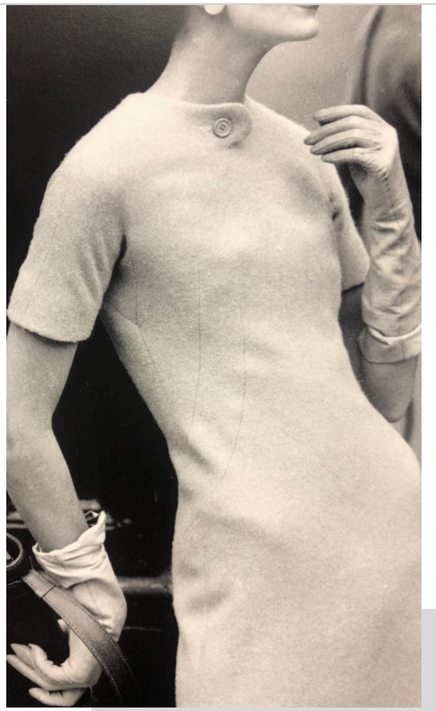
Core value

Architectural elegance
and disciplined innovation

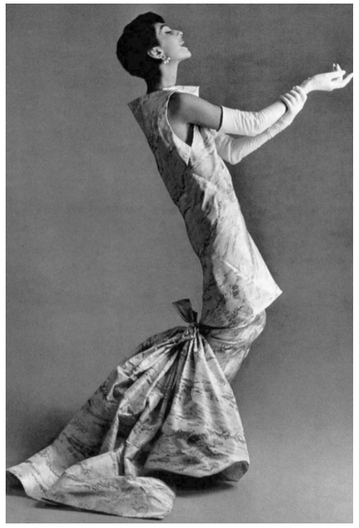
Target

To help the brand rediscover
and redefine its true identity
in the eyes of consumers













BALENCIAGA

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Cristobal balenciaga

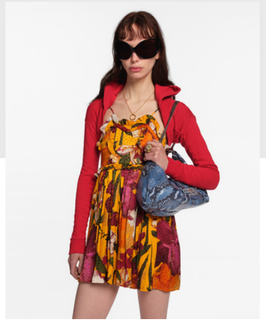






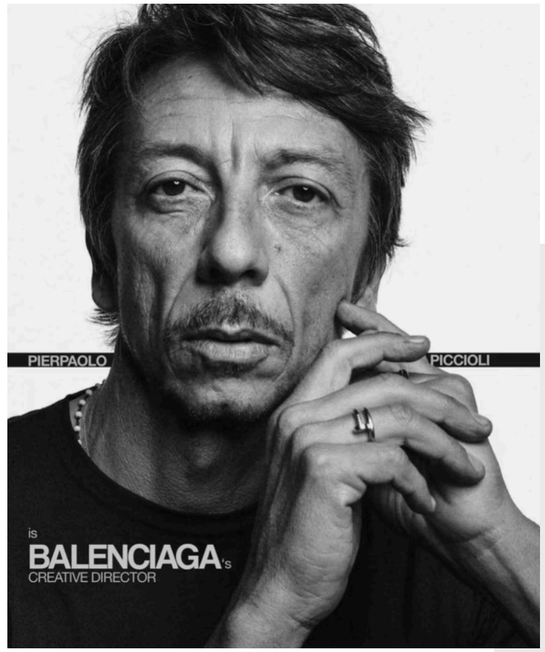
Demna gvasalia







Pierpaolo piccioli







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(6)

COLLECTIVE MEMORY THEORY

1. SOCIAL FRAMEWORKS
2. SELECTIVE MEMORY
3. NARRATIVE NATURE
4. MATERIAL ANCHORS

(7)



(8)





— FOUNDED ON PRECISION,
IAT ELEGANCE HAS TAKEN A
RATELY CONFRONTATIONAL.
OVOCATION, BUT IN TRUTH,
ND IN DISTORTION, LUXURY
.L ELEGANT, ONLY NOW, ITS
EGANCE TELLS THE TRUTH.”

BALENCIAGA





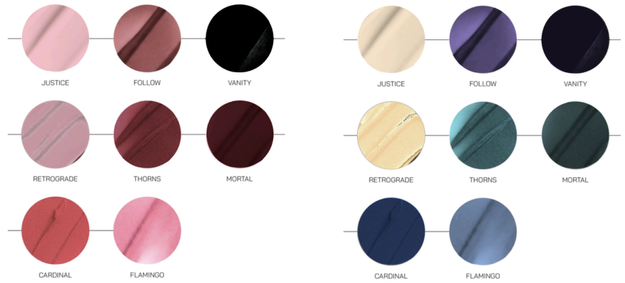


2026 BEAUTY

LINE

EYESHADOW

001



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2026 BEAUTY LINE

CONTOUR AND HIGHLIGHT PALETTE

001





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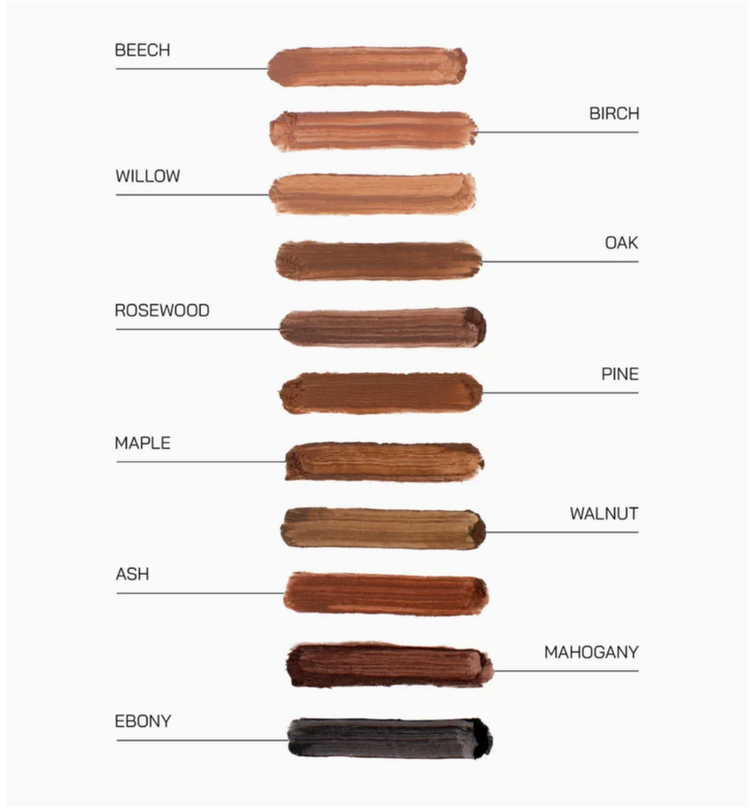
2026 BEAUTY LINE

FOUNDATION

001



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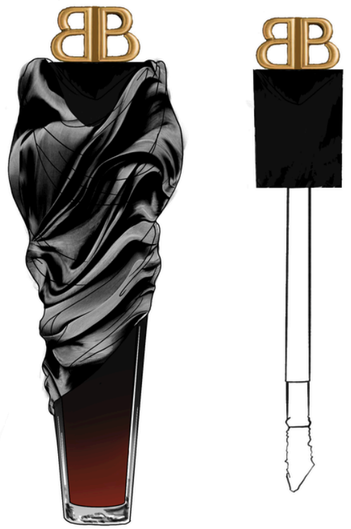


LIP TINT

001



001

002

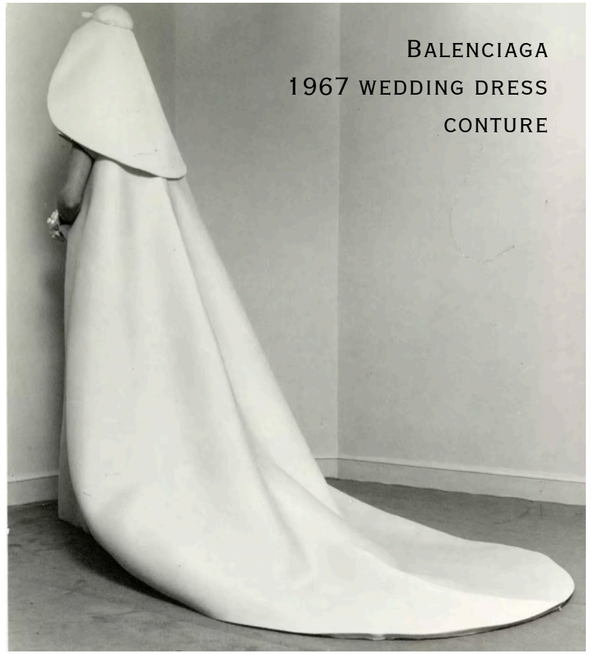
003

004

005

006

BALENCIAGA





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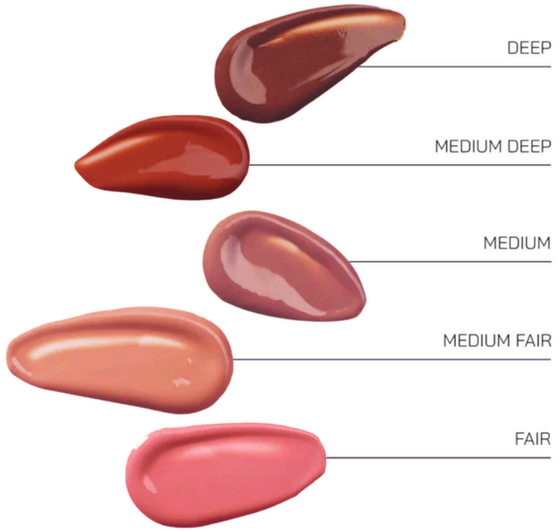
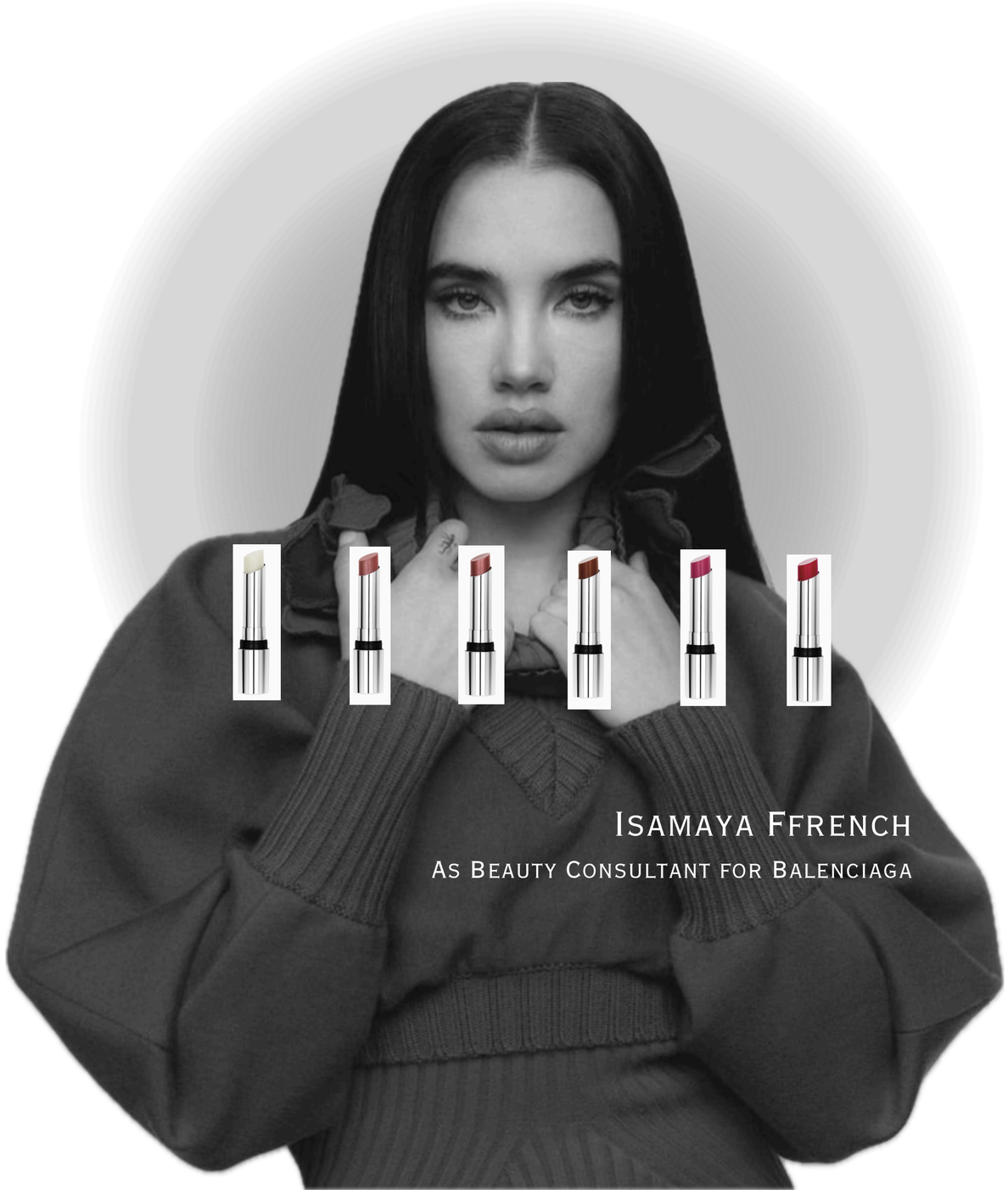




Isamaya Ffrench

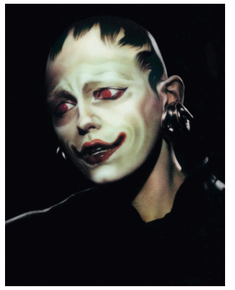
As Beauty Consultant for Balenciaga

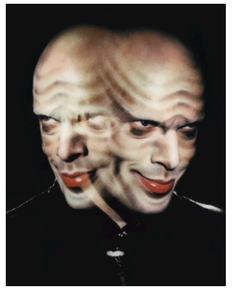
Isamaya Ffrench is a British makeup artist and creative director known for her bold, avant-garde approach to beauty. She has collaborated with brands like Dior, YSL, and Burberry, and founded her own line, Isamaya Beauty.













PACKAGE DESIGN







Price

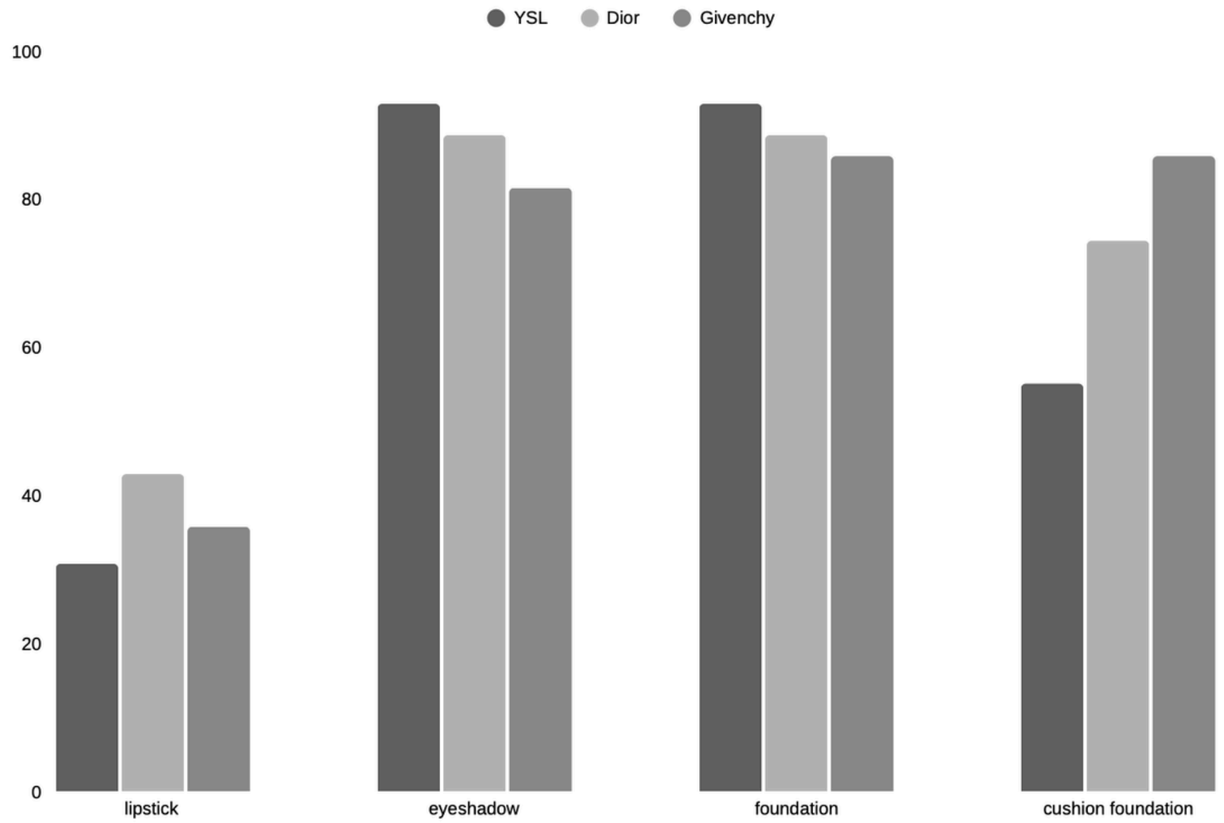
Take an average price

Lipstick/ lip tint: 35-40$

Eye shadow: 80-85$

Liquid foundation: 85-90$

Cushion foundation: 75-80$



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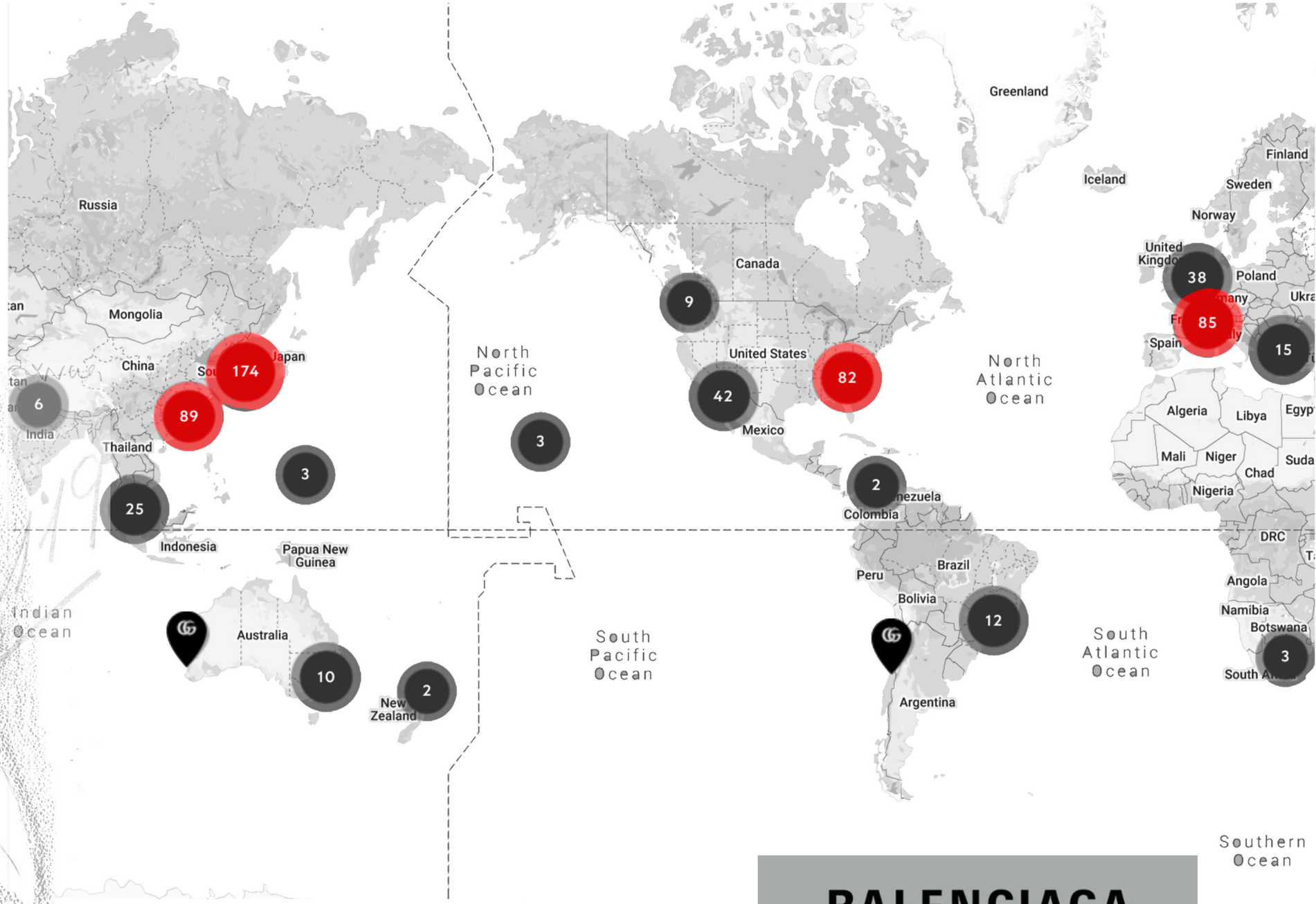
Place

Global Beauty Store





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CONCEPT STORE DESIGN













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COMING
SOON

POSTER DESIGN

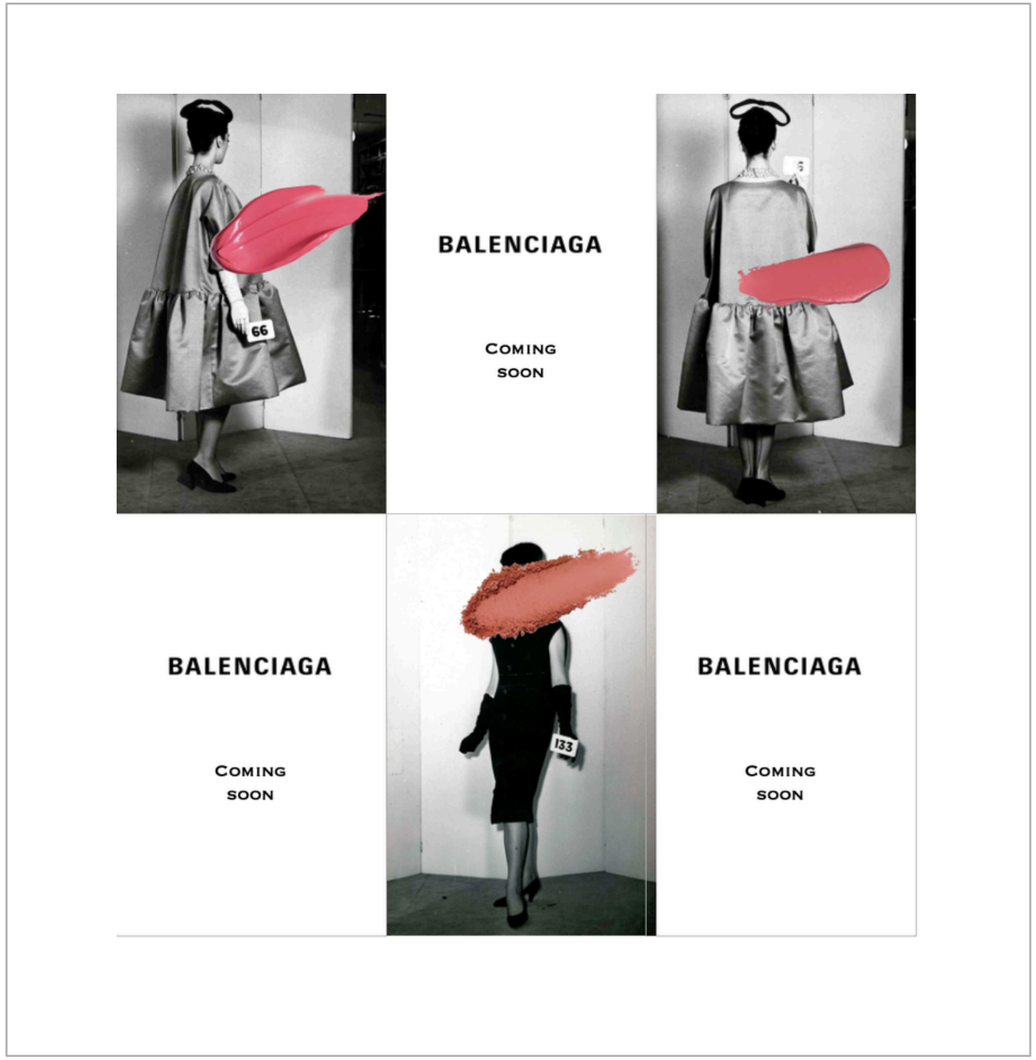








Poster display effect











BALENCIAGA

VENDING MACHINE









BALENCIAGA





NEWSPAPER

INSIDE

VENDING MACHINE

BALENCIAGA

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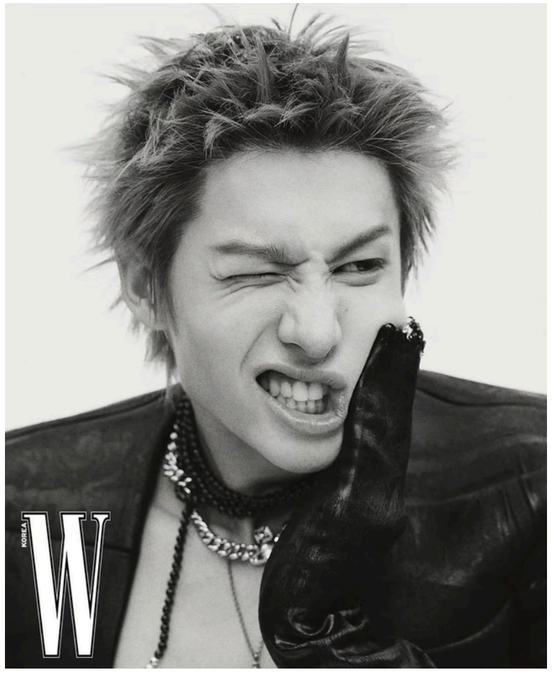
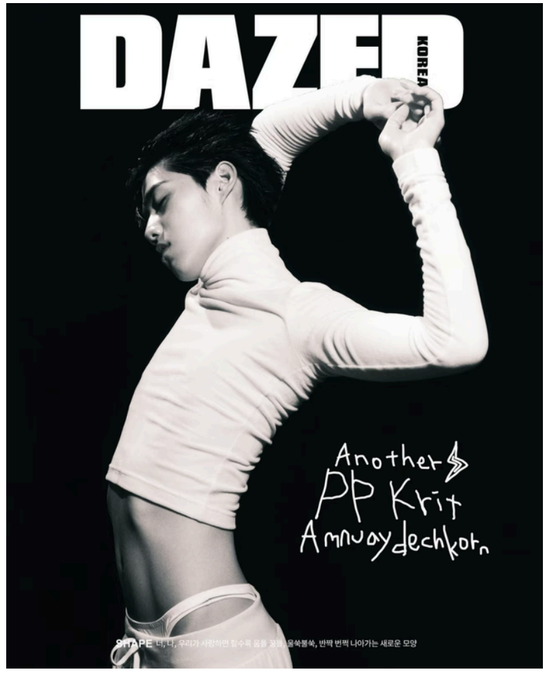
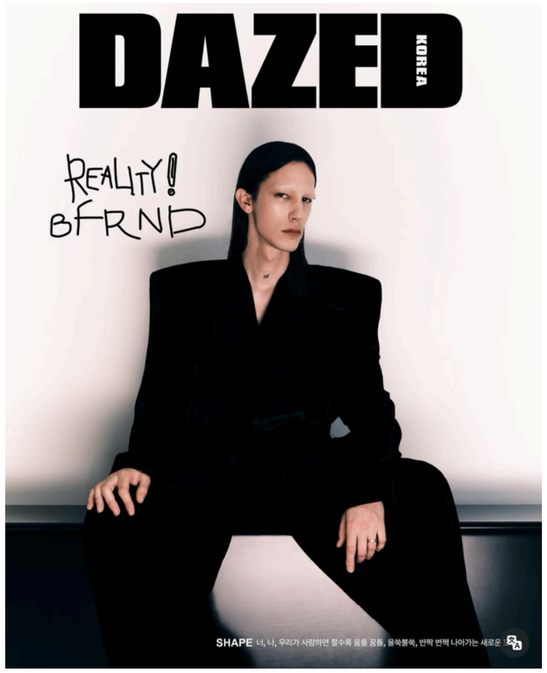
MAGAZINE COLLABRATION



W MAGAZINE





DAZED



I-D MAGAZINE


DAZED
KOREA
BALENCIAGA
Julia Fox
Elegance under chaos
Beauty line in Balenciaga

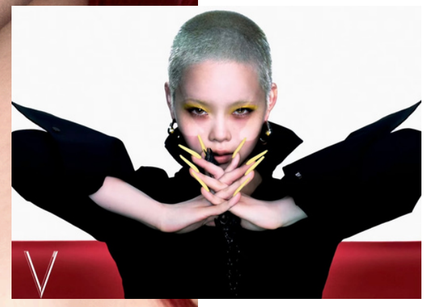

DAZED
BALENCIAGA

BALENCIAGA





“Shadows of the city.”
Steel, smoke, and sleeplessness — painted on your eyes.





COCONA from XG
11. 20. 2025
Makeup by Balenciaga



“Fuel for your lips.”
Bold, metallic, unapologetic — color that speaks louder than words.



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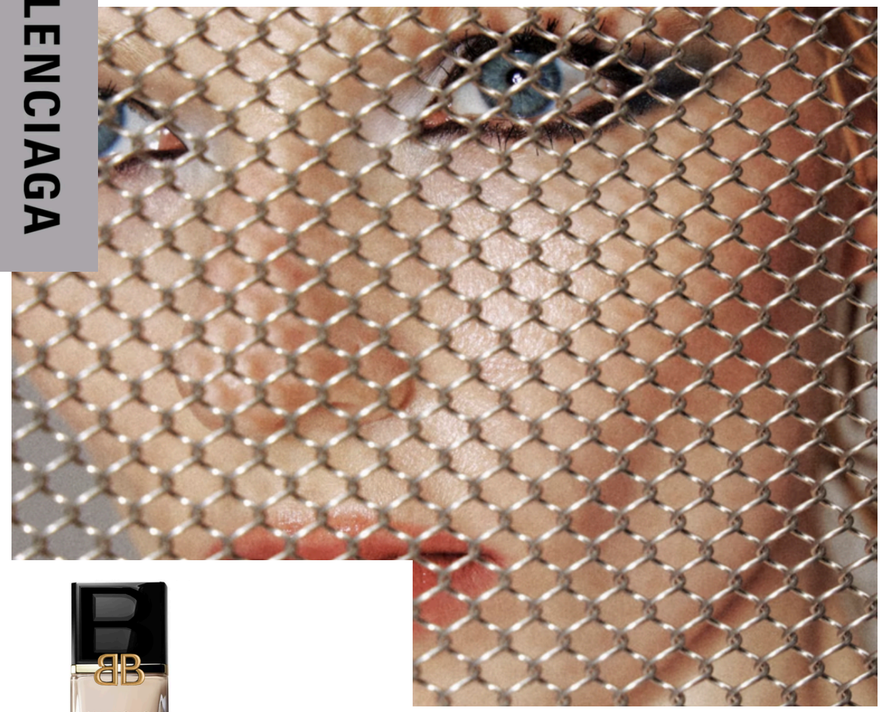
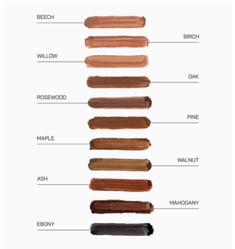


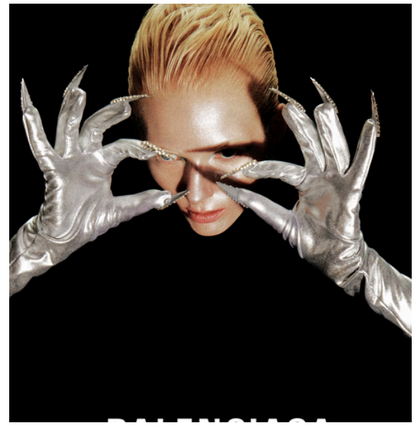


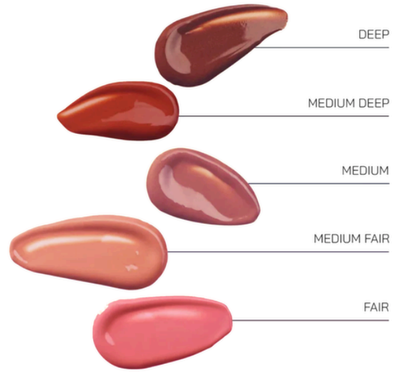
“Not flawless. Just real.”
Skin that breathes, cracks, and still feels human.
“Anti-glow.”
A matte surface that reflects nothing but attitude.



“Lips, without intention.”
Color that doesn’t ask to be noticed — but is.
“Matte silence.”
A lipstick that looks unfinished, perfectly.







BALENCIAGA

BRAND AMBASSDOR

— BEAUTY LINE



JULIA FOX









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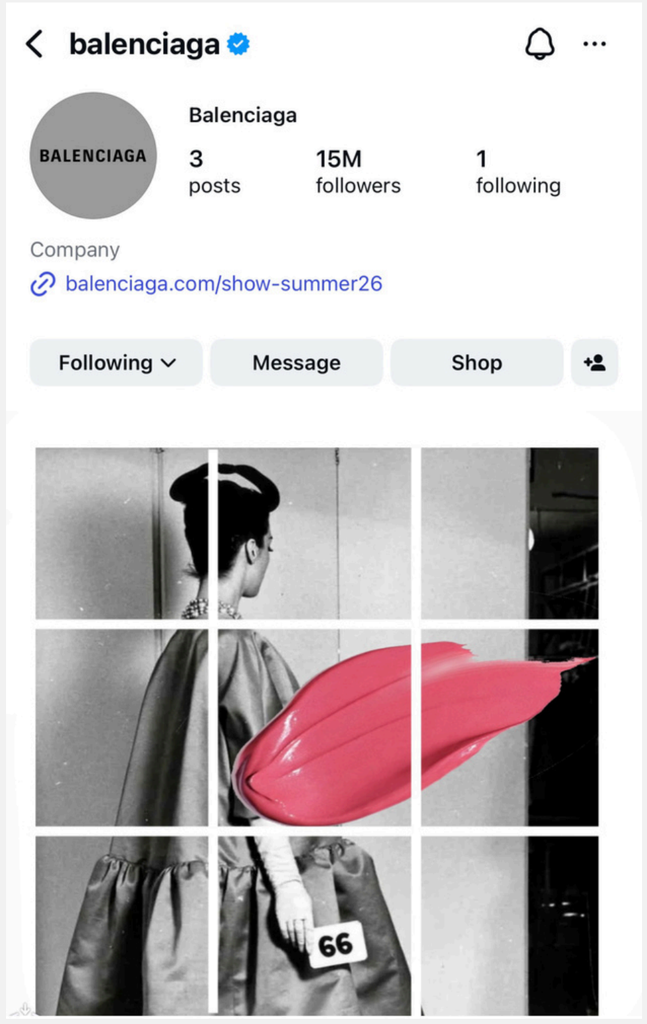
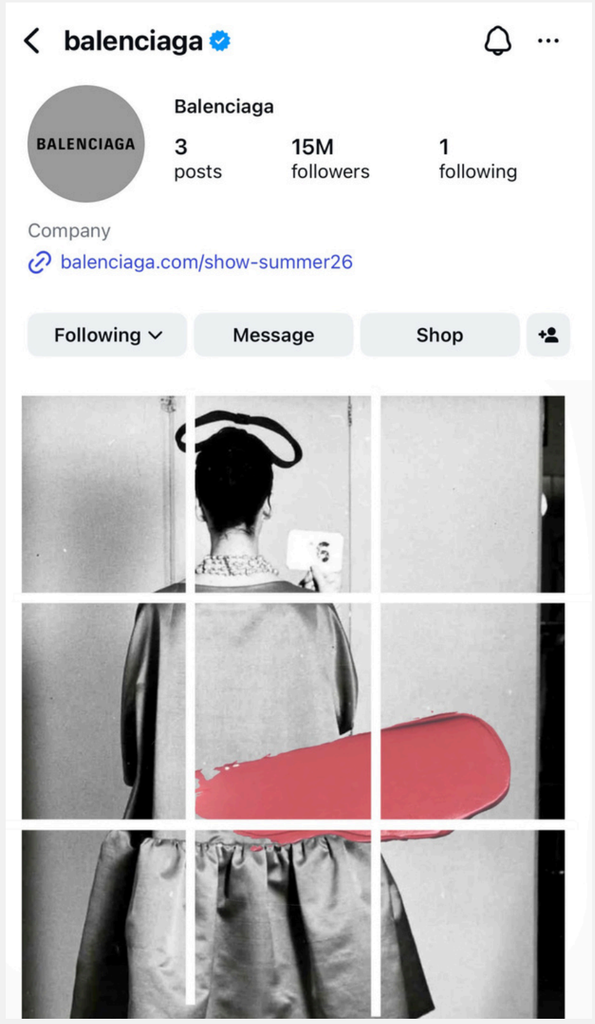
ONLINE PROMOTION







Thank you

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