



BALESTRA

RE_LAUNCHING AN ICON



THE BIG OPPORTUNITY

RE_LOAD A UNIQUE STORY

There's a lesson coming from French maisons: **it is never too late**. Sometimes, the success of a brand lies in its ability to change direction, to listen to the world and to open up to its new scenarios. All it takes is a clear **vision**.

We think that with our team, the correct strategy and the right investments, **Balestra can fuel the hype in the global fashion market**.



BALESTRA

RE_NATO BALESTRA

Born artist in a family of engineers. Renato Balestra starts working in fashion almost by accident, in a bet with friends.

He started making a name for himself, while his passion for cinema attracts him to Rome. Soon, he's designing costumes for **Ava Gardner**, **Gina Lollobrigida** and **Sophia Loren**.

Thus begins the **Rome Atelier in 1958** that would go on to become famous all over the world, designing unique gowns for **Queens**, **Princesses**, **First Ladies** and **international actresses**.





WHY BALESTRA?

There are **2 reasons** why we strongly believe that Balestra can establish itself in today's fashion market:

_ It has all the elements (**Heritage, History and Archives**) to walk in the **same footsteps followed by the trending French Maison**

_ **It is an absolute novelty.** Not having yet implemented a modernization process, this means **an entire heritage to be rescued, reinterpreted and relaunched.**

HERITAGE

THE BALESTRA WAY

From generation to generation, **the richness of the Renato Balestra Archive speaks for itself.**

Years and years of unique drawings, projects, dresses and personalities.

A precious document that has been rightfully declared by MiBACT of particularly significant historical interest.

This is why **our three generations history will be our starting point.**

And in full Balestra style, we will support it with our love for the most different types of art, the real inspiration behind every Balestra's collections.





IDENTITY

WHERE IT ALL BEGAN

There is no Balestra without talking about Rome.

Rome does not only represent Italy and its idea of art and culture in the world: it is also the canvas on which we will design and launch our new exciting collections.

Through our lens, the city will be like the Fellini's one: a magical place, surprising us around every corner.

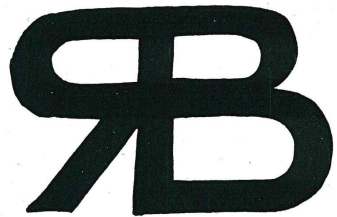
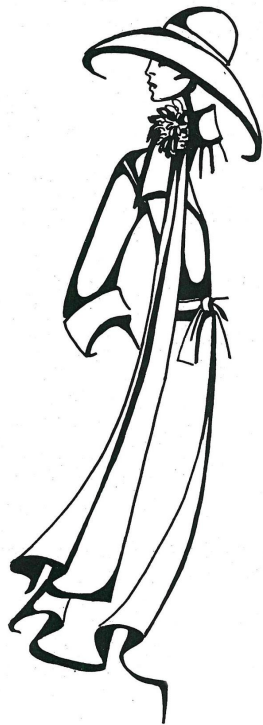
IDENTITY

BLU BALESTRA

The Blu Balestra will be the creative thread of all our creative thoughts: **we want to elevate it into our icon and stylistic signature**, able to get us noticed within the entire fashion ecosystem.

The choice of blue is strategic not only for its most direct reference to the art and heritage of the Balestra collections, but also for **its close reference to the colors of Chinese art**, a Country with a rapidly growing market, coherent with our artistic mood and where we want to have a strong presence in the near future.





PRIMAVERA - ESTATE 1974

IDENTITY

RB LOGO

Our logo was **designed by Renato Balestra himself in 1971.**

It is our beating heart, our historical link with the brand: for this reason, it is vital for us to enhance it.

STYLE INNOVATION

CHARMING UNISEX

Renato Balestra was one of the first stylists to recognize the **importance of men** in the fashion industry, creating unisex collections and presenting them in **coed catwalks since the 70s**.



DESIGNER RENATO BALESTRA presented his first men's wear collection in Rome recently. Recalling suits worn by planters in the tropics in the late 19th century, Balestra offers this white suit worn with a pale lavender tunic. Actress Anita Ekberg inspects the fabric. (UPI CABLEPHOTO).

RENATO BALESTRA

RE_BIRTH

WHO'S DONE IT



BALMAIN

Olivier Rousteing

Age 25. Previously at Cavalli.

Takes the brand from €30m in sales in 2012 to €120m in 2015. Then acquired for €500m in 2016.



BALENCIAGA

Demna Gvasalia

Aged 34. Previously from Margiela and his own brand Vetements.

Takes the brand from €400m in sales in 2016 to €1bn in 2019.



GIVENCHY

Riccardo Tisci

Aged 31 when was appointed as Creative Director.

Takes the brand from €65m in sales in 2005 to €400m in 2017.

HOW THEY DID IT



BALMAIN

Updating the maison's archive into a **glamorous and sexy new vision of French couture**, communicating it through social networks.

The **#BalmainArmy**: an army of influencers with a combined Instagram following of over 47m, with messaging that goes beyond fashion.



BALENCIAGA

Embracing streetwear, recoding a **classic French maison into a brand for millennials and youngsters** with a renewed communication.

Rigid shapes and exaggeration, with off-trend everyday streetwear aesthetics and thrift store items spotted on the streets.

Creating a digital world where people can express and identify themselves.



GIVENCHY

Paving the way for the **merging of high fashion and streetwear**. Creation of icons such as the "Rottweiler" and the "Star", which become very important for communication and sales.

A close relationship with **Madonna** opens the door to **many other music collabs on and off stage**.

HOW THEY'RE DOING IT

RE_LAUNCH IN PROGRESS

Maisons are being brought back to life after decades of inactivity thanks to the power of its Brands.



PATOU

LVMH has brought Patou back to life in 2018.

Inactive since 1987, it now occupies a small house on the Seine, where celebs and press are invited to poke around.

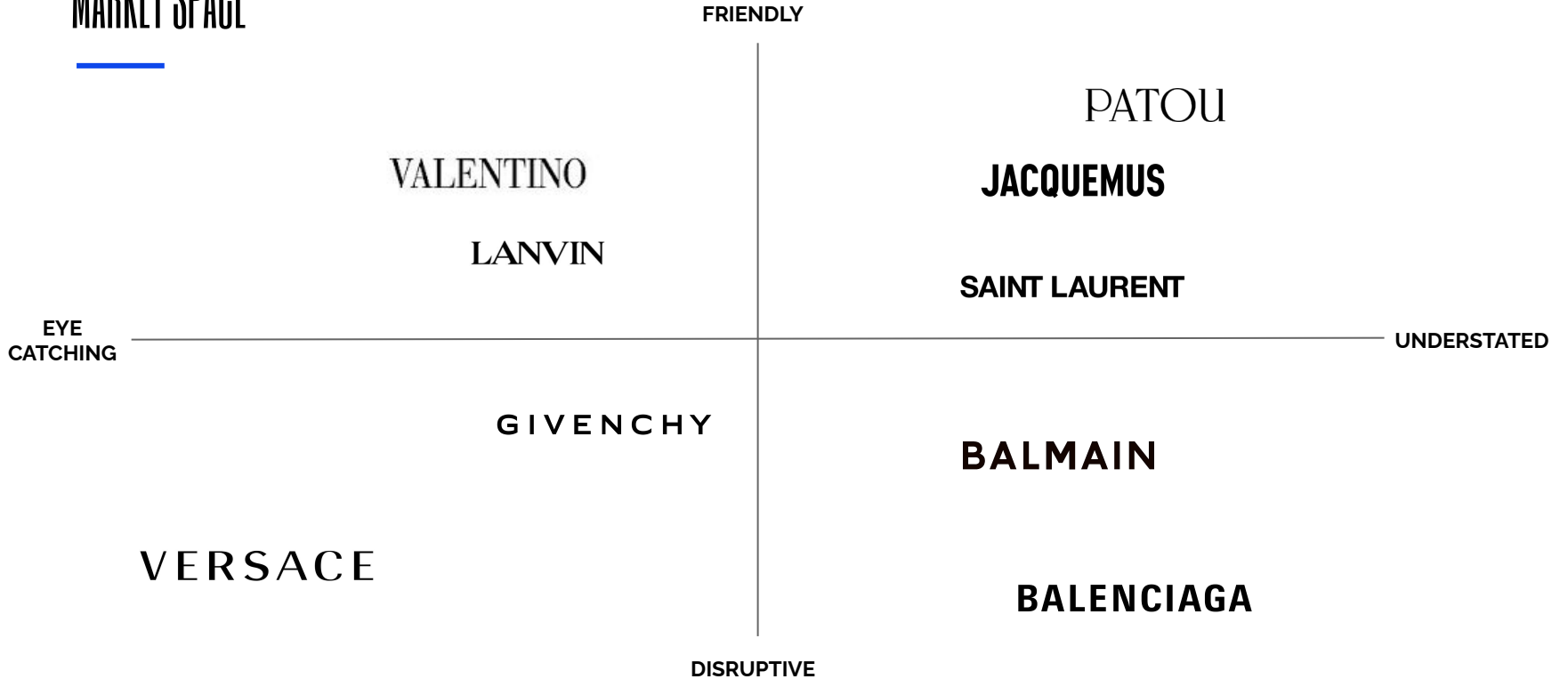


POIRET

In 2015, South Korean fashion group Shinsegae acquired one of the most important haute couture houses, Paul Poiret.

After a 90-year hiatus, Chinese couturiere Yiqing Yin unveiled the new vision of Poiret in March 2018.

HOW?
MARKET SPACE



HOW? MARKET SPACE



OUR ROADMAP TO ACTION

BUILD

Iconic products

Brand world
updated

BANG!

PR announcement

New collection event

Brand experience

Digital launchpiece

BEAT

New
ambassadors

Engagement plan

BOND

Pick cultural
influence

Create new products

BEYOND

Identify key
opportunities

HOW WE'LL DO IT

OUR
2 PILLARS

PRODUCT

Luxury Fashion

Haute Couture

Pret a Porter

Accessories / Lifestyle

Crossover Oriented Approach

Menswear

COMMUNICATION

Brand Identity

RB logo

Blue Balestra

Rome Dimension

Heritage Driven

RENATO BALESTRA



NEW STYLE &
PRODUCT

WHERE WE
COME FROM

'60

The structured lines and shapes for a futuristic elegance and its fabrics constructed as shells for the moon.



WHERE WE
COME FROM

'70

The soft lines, which follow the body and the transparencies of many layers made a feminine feeling of freedom.

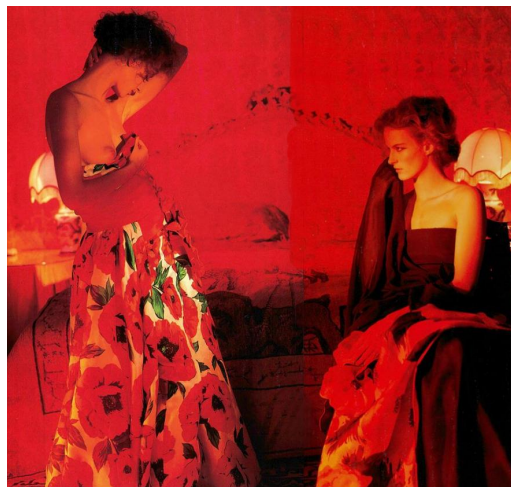
Renato Balestra was among the first to bring a story of seduction and evening in the daytime.



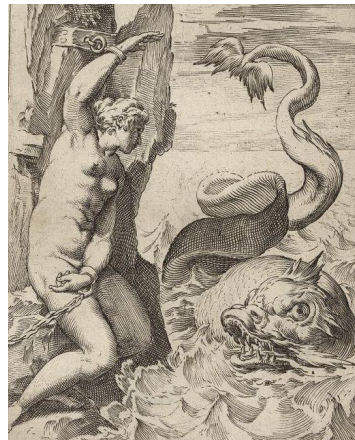
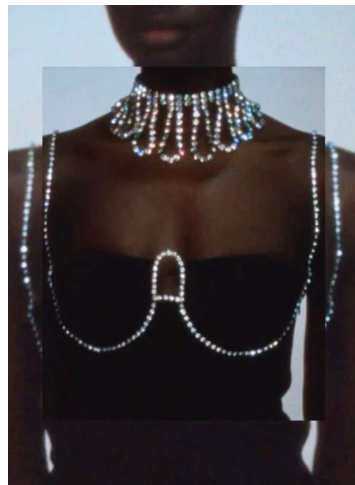
WHERE WE
COME FROM

'80

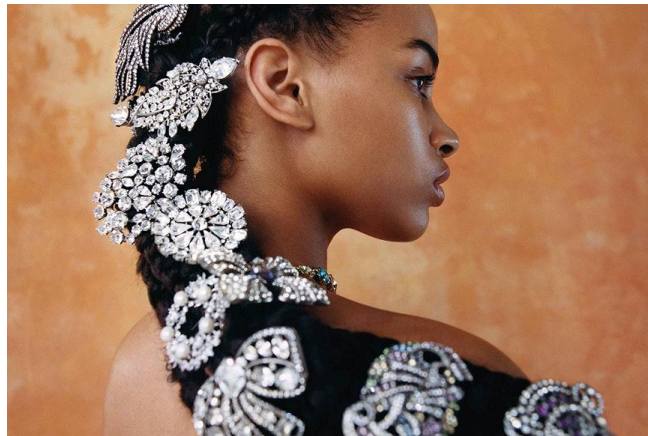
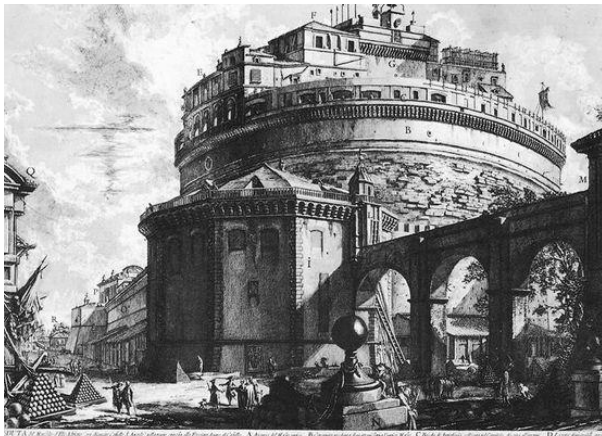
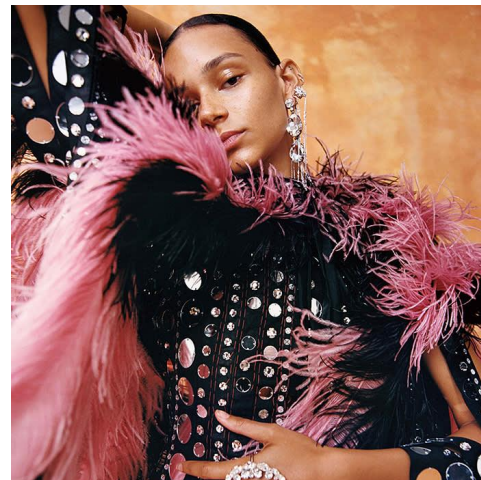
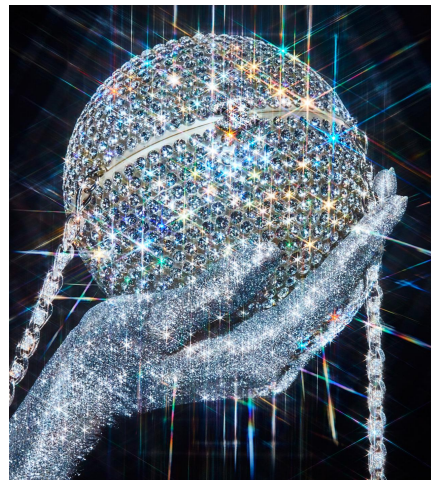
An explosion of elegance,
an explosion of glamor
where the evening mixes
with the day and creates
iconic women.



WHERE ARE WE GOING



WHERE ARE WE GOING



MANIFESTO

Balestra embodies the potential of every successful high fashion brand.

Its **DNA**, today, has a factor: **the dream**.

The dream comes through **various references** including Rome, cinema, art and history, all mixed with my obsession for other **cultures**.

Every garment, object, element and communication coming from Balestra must be **iconic** and recognizable.

Through this brand I want to tell my vision of the future, where there are no cultural, gender and racial barriers.

Where **Blu Balestra** is not a color, but a **declaration of freedom and positivity**.

Where **blue** is a vibrant, lively and charged color spreading **positive energies**.

I want to create a style and a world where people want to belong.

Where people of all races and generations can recognize each other and say: "**I belong to the House of Balestra** and I wear it!"

House of Balestra is a **manifesto** and a **place** that must be the key to all brand communication.

My obsession with the **future** reflects on a **new elegance** that still must be drawn. We want to learn from the past, respect it and **face new opportunities** and realities.

Our faith in the future is to reinvent elegance and **think beyond stereotypes**.

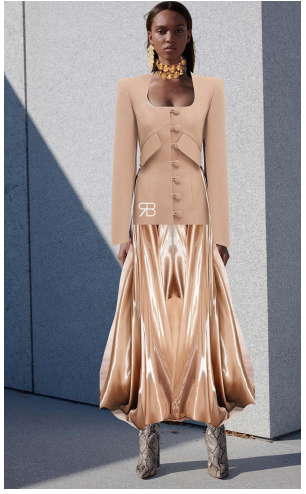
Dream, Blu, Future... BALESTRA.

Nicolas Martin Garcia

NEW AESTHETIC



NEW AESTHETIC





RENATO BALESTRA

BRAND COMMUNICATION

OUR TARGET CONSUMER

WE'RE TALKING TO THEM

They're constantly looking for beauty.
They're surrounded by that.

They are easily bored, so they're constantly moving on to the next.

You need to keep changing and surprising, **or you'll soon be unfollowed.**

No matter where they're going:
you'll always want to follow them.





BRAND TRUTH

RENATO BALESTRA
MADE FASHION
WITH THE MIND
OF AN ENGINEER,
PAINTER AND
SCENOGRAPHER.

BRAND FUTURE

NOT ONLY FASHION
BUT **LIFESTYLE**,
INSPIRING AND
INSPIRED BY
ALL FORMS OF ART.





BRAND INSIGHT

YOU'LL FIND
BALESTRA WHERE
THE BARRIER
BETWEEN **DREAM**
AND **REALITY** IS
THINNEST

BRAND CONCEPT

DREAM AND BEYOND

WHEN REALITY NEEDS

A PUSH FROM

THE DREAM WORLD,

THAT'S WHERE WE'LL BE.

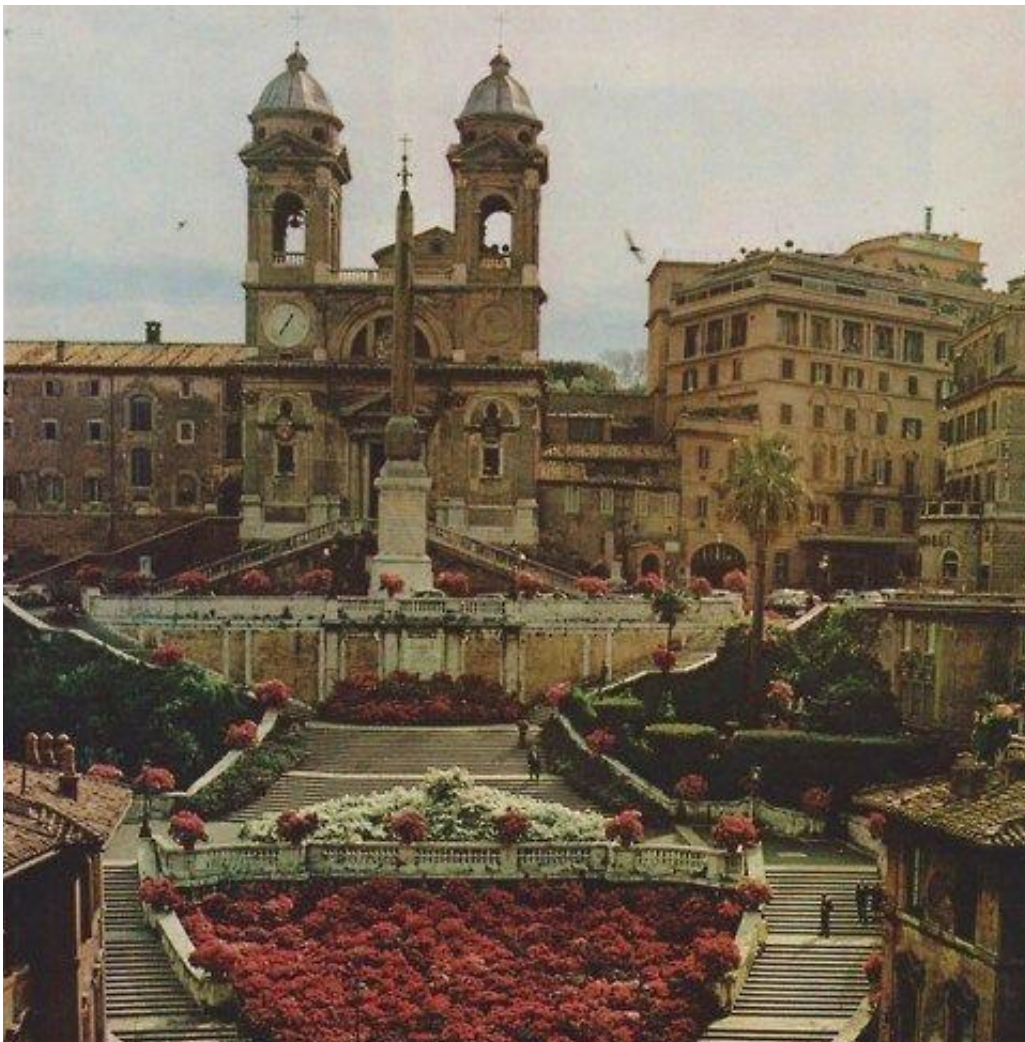
DREAM AND BEYOND

IN THE CINEMA

Our brand concept draws its inspiration from some of the creative territories that have inspired Renato Balestra's work over the years.

Talking about the cinema, it translates into **that moment when we forget who we are and immerse ourselves in what is happening on screen.**





DREAM AND BEYOND

IN ROME

In the same way, when we're talking about Rome we mean something more: the City that built the world, **home to giant and small marvels that defy explanation.**

DREAM AND BEYOND

ON THE VERY

BEST DAYS

OF OUR LIVES

Our creations are not the average ones. If they were days, they'd be the ones that are too good to be true, that **become memories we can't even believe.**





DREAM AND BEYOND

ULTRAMARINE

BLU

There is blue,
and there is **Blu Balestra**.

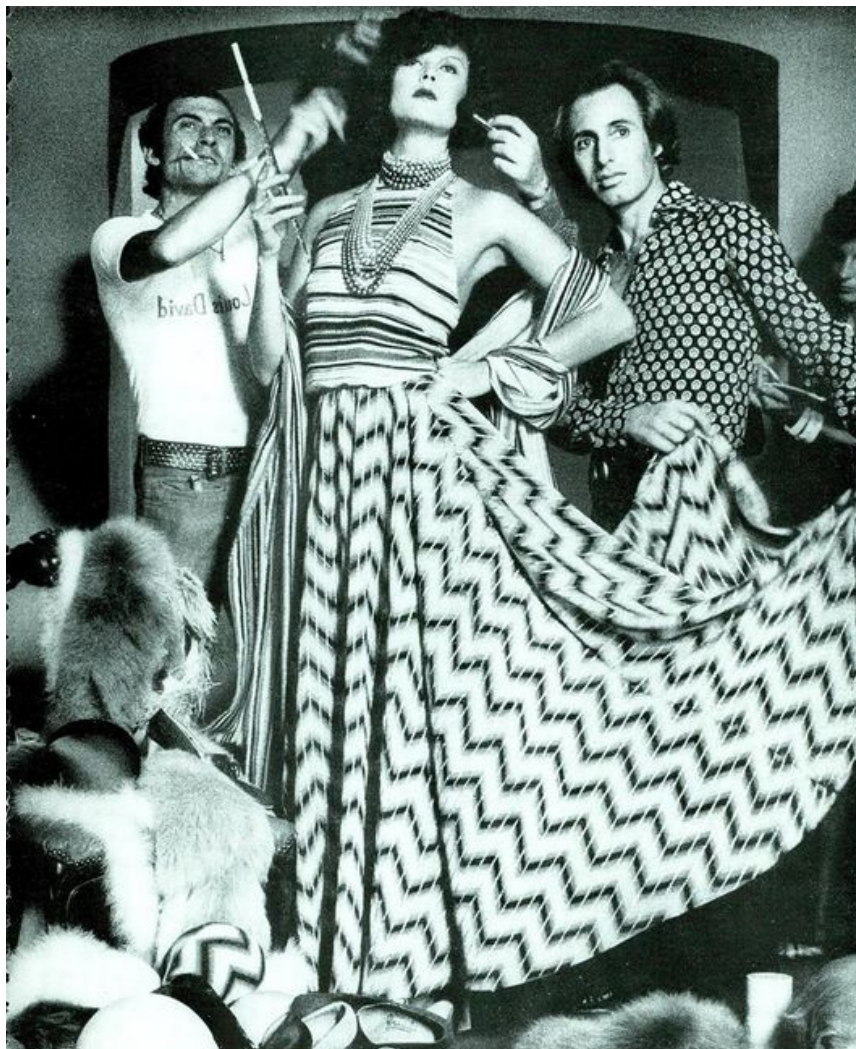
It's our signature, the colour that
has captivated human
imagination for millennia,
**connecting us to what is Divine
on Earth.**

BRAND CONCEPT

ROME ATELIER

Our Rome Atelier will become a place where that barrier between dream and reality is always being pushed.

A place where creative minds, from different backgrounds, collaborate to create something more than simply fashion: a lifestyle.



BRAND CONCEPT

DON'T
CALL US
A MAISON



OUR FACTORY

WE ARE THE

**HOUSE OF
BALESTRA**

OUR FACTORY

BALESTRA COLLABS

Special items, events and brand comms
created in **collaboration with up and
coming artists**



PR AND CULTURE

BALESTRA REVISITED

Leverage our archive to reintroduce the historic importance of Balestra to popular culture through **special projects**, **anthological exhibitions** and a **documentary**

