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Balenciaga Spring 2021 ready-to-wear collection

FASHION

# Balenciaga Spring Collection Portrays Fear of the Unknown

Demna Gvasalia's Spring 2021 ready-to-wear collection at Balenciaga

By Sabrina Claudio  
3 November 2020



The mysterious survival mode theme of this collection is genius and relatable to the current vision many of us have of the future as a result of the current pandemic. This is our new norm, and the Balenciaga collection's music video encourages us to not fear what's to come, rather embrace the new reality and continue to have hope. Balenciaga designer Demna Gvasalia, created a spring 2021 ready-to-wear collection featuring a series of dark yet sustainable fashion choices. He showcases his collection in a music video that launched on October 5<sup>th</sup> on the streets of Paris at nighttime.



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Each model wearing a pair of sunglasses worn at night, allowing the audience to visualize with their mind how the future may turn out. Gvasalia took a unique approach by creating a short music video with the song *Sunglasses at Night* by Corey Hart, to showcase this collection.

The song selection gives the perfect tone of curiosity while demonstrating our common fear of change for the future. The sunglasses used on all the models give the effect of how we are searching for answers or some kind of reassurance for what's to come.



Gvasalia incorporated a variety of sustainable materials within this collection. A press release specified: “93.5% of the plain materials in this collection are either certified sustainable or upcycled. 100% of the print bases have sustainable certifications.” Gvasalia said, “we discovered we could do it quite easily, with the exception of the fibers that are in some existing fabrics. There are solutions if you look for them. There’s a need to revise things. To start a new chapter.”

That is exactly what this Balenciaga collection is giving us, a new standard. The bar is set for other designers to also do their part in using sustainable materials. This applies tremendously to the new generation and their awareness and their emphasis on the importance of reinventing the fashion system.

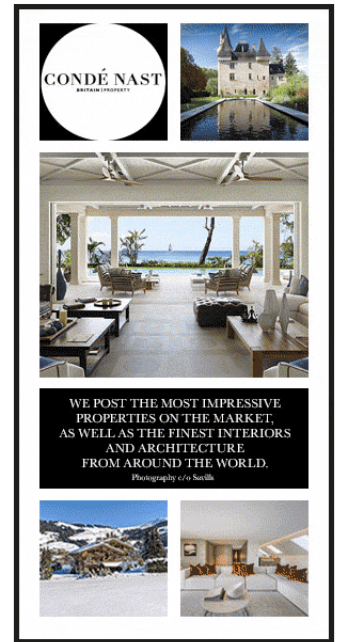




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Although the color palette for this collection is minimal and the garments are simplistic, they are powerful and very much push the boundaries of fashion. They give us silhouettes that are fit for anyone. We can appreciate the transformation of this collection since the prior collection, and the understanding of our current times is very apparent throughout these garments. They give a new perspective on how we should see futuristic. Instead of more technological, we are heading in the direction of sustainability.



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