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CRISTÓBAL BALENCIAGA MUSEOA

First International Cristóbal Balenciaga Conference

Fields of Study. Guidelines

In order to guide you about areas of interest for the Cristóbal Balenciaga Museum, please find below some of the potential fields of study without intending to exclude any other possible perspectives.

Biographical aspects

- New contributions to the Balenciaga biography.
- Likes, hobbies, world of values.
- Circle of friends and family.
- Individual fashion houses: acquisition-sale, location, architecture and decoration.
- Private investments and businesses.
- General training and tailoring skills learning, in particular.
- Balenciaga as collector.

Balenciaga work context (1917-1968)

- Haute Couture sector in Spain and in the international arena. Changes: Relationship with competitors.
- Prêt-à-porter sector in Spain and in the international arena. Changes: Relationship with competitors.
- Balenciaga and the French Chambre Syndicale de la Haute Couture.
- Balenciaga and the Spanish Haute Couture Cooperative.
- Historic milestones in a work context Implications for its business. Balenciaga strategies within these contexts.

Balenciaga brand. Legal and business aspects

- Legal and business aspects: creation and dissolution of its companies, management of its different brands.
- Legal, corporate and fiscal contexts of the different Balenciaga brands in Spain and France. Legislation and changes in Spain and France during the period from 1917 to 1968.
- Shareholders of the Balenciaga companies, changes to and reasons for the same
- Number, structure and evolution of employees of the different Balenciaga fashion houses: Labour legislation and changes in Spain and France during the period from 1917 to 1968.
- San Sebastian, Madrid, Barcelona and Paris headquarters: acquisitions/leases, location within the Haute Couture business context, architecture, space layout, decoration.

Business diversification

- Balenciaga as licensee of other brands (1917-1936).
- Licensing granting policy and management of the same. Comparison with the licensing policy of Balenciaga's competitors. Balenciaga licensees around the world. Weight of the licenses in the overall business of the brand.
- Changes in the Balenciaga licensing policy.
- Collections for licenses. Identification of models sold under license. Typologies.
- Copyright control. Specifics of the Balenciaga policy for this matter compared to other fashion designers. Litigation.
- Sale of accessories: arrangement, partnership agreements with other creators and/or manufacturing companies. Weight of the accessory sale in the overall Balenciaga business. Main sales markets.
- Perfumes: contracts with perfume companies for the creation of the different scents created by Balenciaga, perfume sale licensing contract policy. Main markets.

Brand image

- Balenciaga brand commercial and advertising strategy. Differences between the fashion houses in Spain and France. Changes and evolution.
- Paris Balenciaga store. Decor and changes between 1948 and 1968. Store's advertising strategy.
- Fashion house sellers in Spain and France. Working methods. Differences and similarities with those of other fashion houses in Spain and Paris.
- Fashion shows. Analysis and evolution. Participation in international fashion shows.

Balenciaga suppliers

- Suppliers and evolution of the business relationship with them.
- Differences in suppliers in Spain and France.
- Balenciaga supplier business changes and contexts.

Private clients

- Balenciaga fashion house private clients: buying habits and changes in spending.
- Private collections. Analysis of particular cases.
- Spanish and international clients. Evolution of each group of clients in the brand's operational account.
- Research on the history of specific creations for particular clients.

The collections

- Creation of collections at the Balenciaga fashion house. Methodology.
- Processes in the tailoring workshops.
- Processes in the fantasy workshops.
- Chronology. Evolution in terms of quantitative and qualitative aspects.
- Fabrics used. How uses have evolved. Comparison of certain collections with other ones. Comparison with the use of fabrics from the collections of other fashion designers.
- Reuse of historical ornamental pieces and fabrics.
- Colour: selection and colour range. Balenciaga in the context of colour trends. Innovations in this field. Meanings. Historical and cultural legacies.
- Balenciaga and adornment: use of decorative elements in its collections. Evolution.
- Presence and reinterpretation of historical clothing items in Balenciaga collections. Identification of time/geographical origins.
- Presence and reinterpretation of popular clothing items in Balenciaga collections. Identification of time/geographical origins.
- Innovative Balenciaga and justification of the same. Innovation milestones.

Balenciaga technique

- Technique analysis and description.
- Parts study: patterns, technique. Comparison with equivalent parts created by other designers.
- Relationship of the innovative capacity with Balenciaga's technique Descriptive analysis of technical uses to obtain aesthetic differences. Case study.
- Influences on Balenciaga's techniques.
- Influence of Balenciaga on the technique of other fashion designers.

Balenciaga and its creative context

- Artistic and cultural influences at Balenciaga.
- Technical and aesthetic influences from other fashion designers.
- Relationship of the fashion designer with artists and intellectuals. Exchange of contributions.
- Influence of Balenciaga on international fashion of the time. Case study.
- Balenciaga and space: connections with architecture and decorative arts.

Balenciaga and the press

- Contexts of the specialised fashion press in Spain as well as internationally (1917-1968). Publications, editorial policies in relation to Haute Couture and changes. Balenciaga communication policies within these contexts.
- Balenciaga's relationship with professionals in the fashion communications field: journalists, illustrators, photographers and models.
- Balenciaga in the Spanish specialised and regular press. Appearances and evolution of the same.
- Balenciaga in the International specialised and regular press. Appearances and evolution of the same.
- Balenciaga brand advertising policy in the press.
- Newspaper accounts of the Balenciaga collections. Evolution of published reviews. Media impact.

Balenciaga and prêt-à-porter

- Participation of Balenciaga in this field. Study of created pieces.

Balenciaga after Balenciaga: legacy

- Balenciaga exhibitions: commissions, speeches, museography.
- Balenciaga in museum collections: study of its attribution, dating of pieces and their location in the collections, technical study of the same (sponsorship, condition they are in, studies for restoration).
- Balenciaga in private collections: study of its attribution, dating of pieces and their location in the collections, technical study of the same (sponsorship, condition they are in, studies for restoration).
- Recovery of Balenciaga pieces. Cases of restorations performed.
- Balenciaga in the auctions market. Evolution of the value of its creations. Comparative study of auctions of pieces with the Balenciaga Paris label and other brands used in Spain. Case study. Comparative study of the auction value of Balenciaga pieces with equivalent pieces from other fashion houses.
- Balenciaga pieces in the vintage market. Market valuation. Case study.
- Influence of Balenciaga on subsequent collections following his death. Influence on contemporary fashion. Specific case study.
- Cristóbal Balenciaga and the Balenciaga brand following his death. Legal and commercial aspects. Operational strategies of the brand's historical value.
- Composition and breakdown of the Balenciaga archive.
- Balenciaga and his disciples. Later career paths of disciples-collaborators.

Testimonies of Balenciaga

- From relatives
- From workers
- From friends
- From competitors
- From clients

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Biarritz — 71km
Bilbao — 81km
Donostia/San Sebastián — 25km
Iruña-Pamplona — 97km
Vitoria-Gasteiz — 83km

GPS
43° 18' 6.92" N
2° 12' 18.77" W



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