

BALENCIAGA

Igor Zimmermann

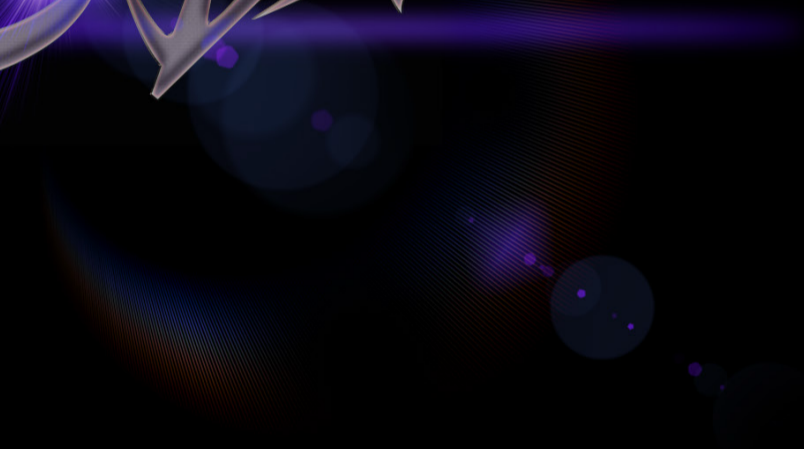
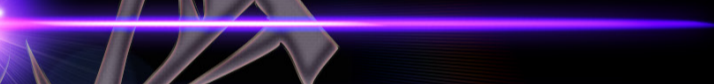
GOALS

The word "GOALS" is rendered in a stylized, metallic, gothic-style font. A bright purple laser beam cuts through the center of the letters, creating a glowing effect with lens flares and a trail of smaller purple dots extending to the right.

a campaign film
with never seen before imagery
that spreads organically
leading to an increase in followers
on social media and long-term
brand engagement

LOBA

Dele



any great concept is like a spaceship,
it allows you to travel to amazing places

our campaign plays out within the realm of a dvd menu,
as the sizzle reel from our fantasy movie
plays in the background

this allows us to be wildly surprising
without the burden of tidying up the narrative,

our tonality and creative direction will be the common thread,

the spot runs 30–45 seconds and has around 10 scenes.
we are fast and don't overstay our welcome!

CHARACTERS

Characters

all our characters have agency and are always in action,







STORY

a dvd disc with "balenciaga" written on it slides into a dvd player,
a laser ignites inside the apparatus
as a wave of data rushes toward us as if we were entering the matrix,
we cut to a dvd menu as a wild montage from a cult movie
plays out in the background layer,
the scenes are a mixed moments laced with youth,
romance, action and fantasy,
this is the bulk of our film,
there is a glitch and the disc suddenly pops out
from the dvd player – it's on fire!



Sufi Nocturne

DVD

DVD



BALENCIAGA

PLAY

SCENE SELECTION

SPECIAL FEATURES

BALENCIAGA



PLAY

SCENE SELECTION

SPECIAL FEATURES



BALENCIAGA

PLAY

SCENE SELECTION

SPECIAL FEATURES

BALENCIAGA

A close-up photograph of a person's hand, specifically the fingers, wearing multiple Balenciaga Play rings. The rings are made of a polished, reflective metal, likely silver or white gold. They feature various colored stones: a large, faceted clear stone, a smaller clear stone, a light blue stone, a dark blue stone, and a purple stone. The rings have a thick, curved band design. The background is a plain, light-colored surface.

PLAY

SCENE SELECTION

SPECIAL FEATURES

BALENCIAGA



PLAY

SCENE SELECTION

SPECIAL FEATURES



SCENES

The word "SCENES" is rendered in a highly stylized, gothic-inspired font with sharp, pointed serifs. The letters are a light grey or silver color. Overlaid on the word is a vibrant purple lens flare effect, featuring a bright central point of light that radiates outwards in a horizontal beam, with several smaller, out-of-focus circular spots trailing off to the right. The entire composition is set against a solid black background.

ELF LOVERS

Two Urban Elves With Extremely Long Tongues Are Kissing.



HAIR STYLES

A communal scene with kids and a wild variety of stylized hair

They are hanging out around a gravestone
with the following etching:

”i told you i was hardcore”



WORM GUN

A character firing a gun with a CG Worm instead of a bullet
toward another character with an apple on its head,

The CG Worm hits the apple which makes it spin
and then pops out of it with a cheeky smile

The worm growls: "Balenciaga"



AIRBRUSH & LOVERS

A couple kissing in a room with an airbrush mural
which covers walls as well as the floor





MALL CLOWN

A helium balloon saleswoman walks home from
work at a shopping mall,



CAR WASH

Someone outside a car watching someone inside it.

Tension... Wetness... Crying...

TBD





ROLLERBLADE QUEEN

A virtuoso rollerblader doing her thing



FANTASY SWORD

A character in an urban setting with a flaming CG sword,
Driving a car while holding the sword out through the window,
A variety of scenes,



MELT LOGO

A dope and trashy chemical reaction shot in a slick and crisp way.

We melt a styrofoam version of the brand logo in acetate.



TBC

Final and Additional Scenes Still To Be Determined

MOBILE

ONEOHTRIX POINT NEVER – TOYS 2

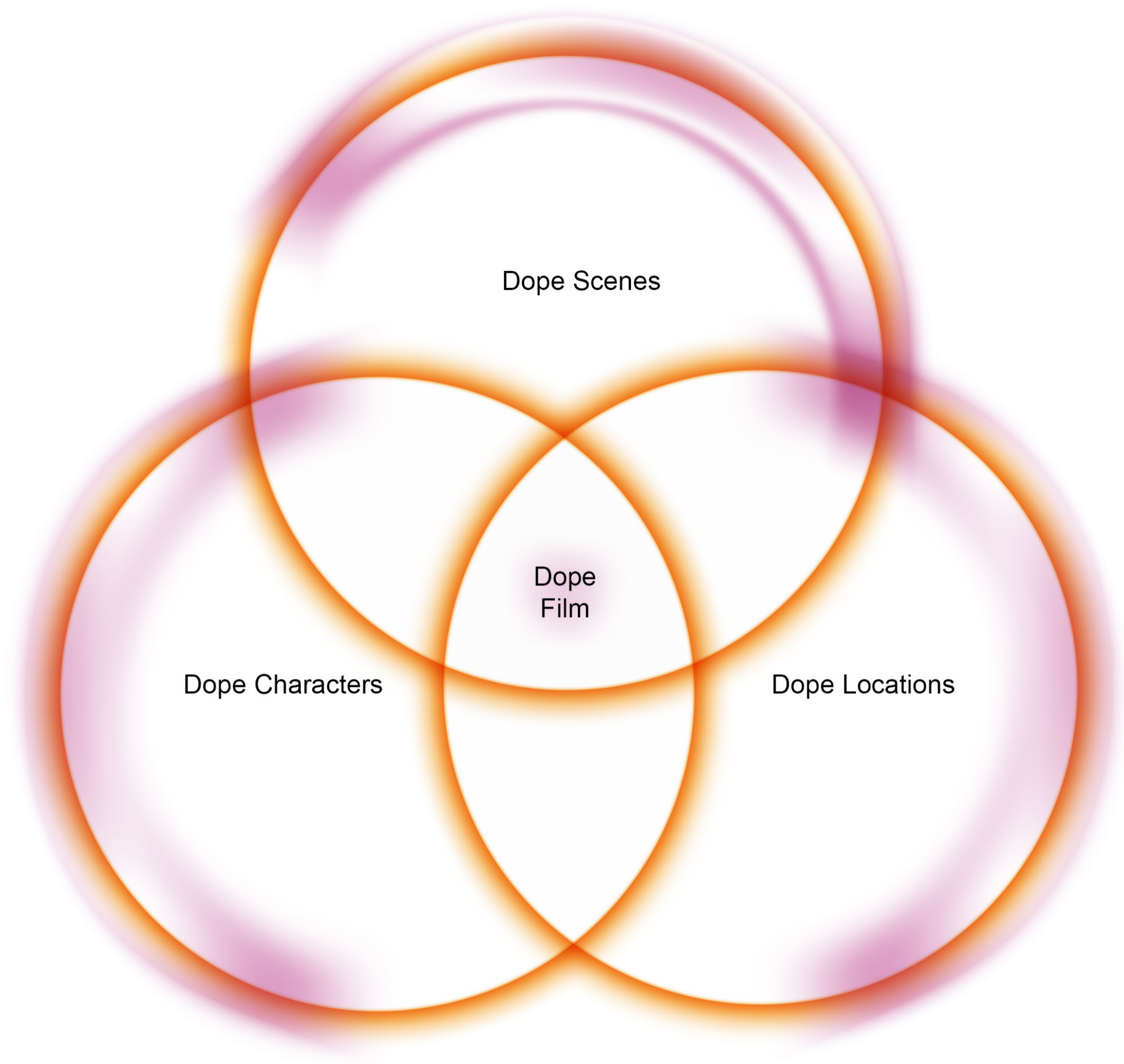
It looks different, so it needs to sound different.

A possible sonic direction:

https://open.spotify.com/track/7udpRbgR2XK5eWWd7rNkMb?si=MY19I17bTKqtMY_avba3Pw

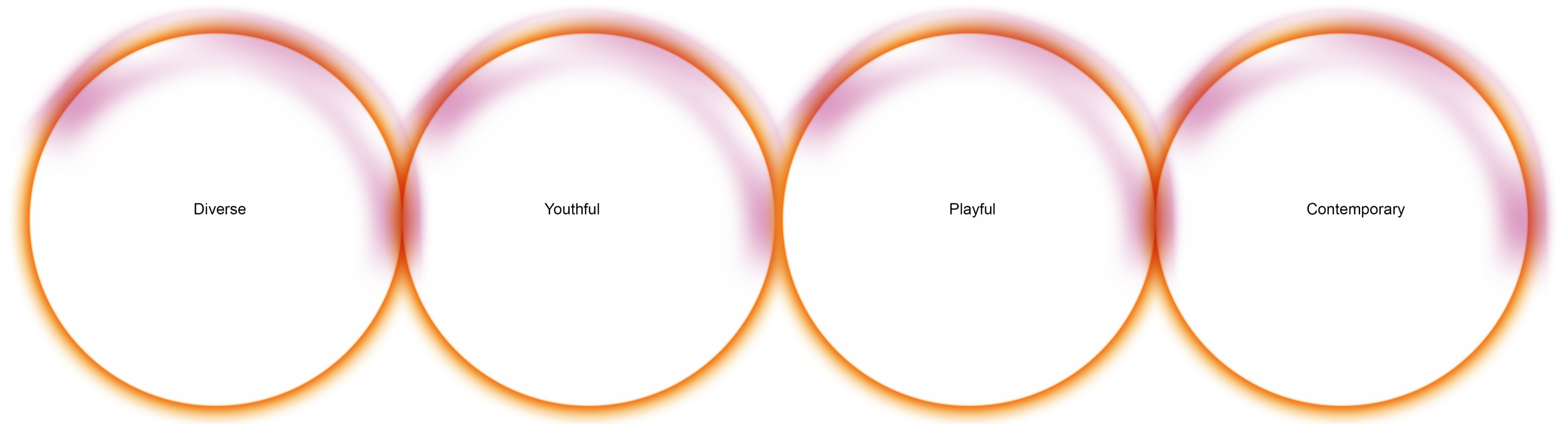
STAMPED

Strategy



Dope Music

scenes that yield iconoclast imagery
characters which are the life of the brand
locations with a curated sensibility
music that gives it all a vibe



values

Thank You

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