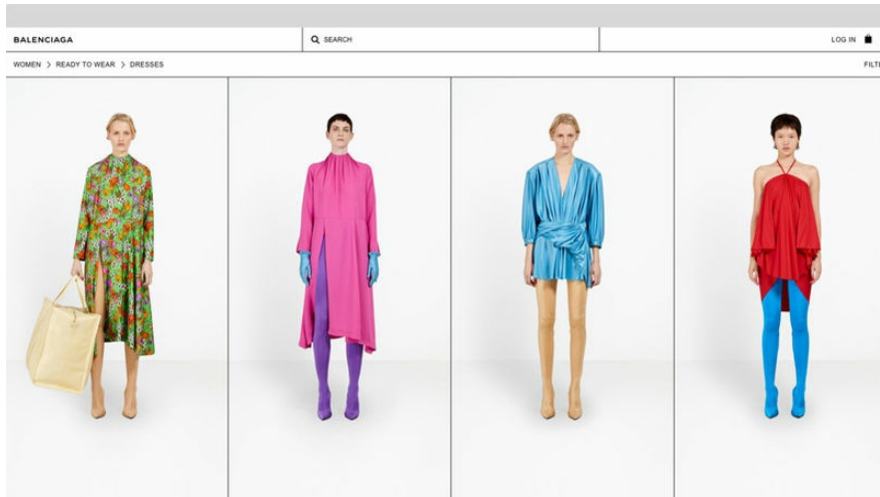


# PURE AND SIMPLE

By Rhiannon McGregor

06 : 03 : 2017 Balenciaga : Anti-choice Architecture : Anti-luxurians



Balenciaga website by Bureau Mirko Borsche and Demna Gvasalia, Global

Watch this video at <https://www.lsnglobal.com/briefing/article/20931/pure-and-simple>

Global – Balenciaga’s minimalist **website** redesign reflects the shift from ostentatious displays of wealth to simple, pared-back statements in the luxury sector.

- **The website was designed by Munich-based design agency Bureau Mirko Borsche**
- **The agency worked with creative director Demna Gvasalia to translate the Georgian designer’s simple aesthetic to the website**

The French luxury fashion house’s new website celebrates Gvasalia’s minimalist, normcore aesthetic and reflects the wider shift in the industry from authenticity and artisanship to simplicity and **Anti-luxurian** mindsets.

The website landing page is devoid of images and features just two words – ‘Men’ and ‘Women’. Visitors click through to view items in the collection, which are presented in simple grid-like boxes set against a white background to enable easy navigation and fast loading times on mobile devices.

‘Our inspiration was Microsoft Excel and its charts,’ Mirko Borsche, creative director at Bureau Mirko Borsche, tells LS:N Global. ‘We wanted to make a very simple and self-explanatory shop page for mobile devices.’

## The Big Picture

As LS:N Global examined in our **Anti-choice Architecture** microtrend, luxury brands are increasingly adopting a stripped-back aesthetic to counter the overwhelming flood of online information consumers face each day. Purchase our **Luxury Futures Report 2016** to find out more.