

The people. The point of view.



From the Sui Generis catalog

THE BEGINNING

Carl Franz Bally

Bally was founded by Carl Franz Bally in Schönenwerd, Switzerland in 1851 and built its identity around shoemaking and leather craft. The brand's long history and international production mean that genuine vintage and modern labels can vary substantially; Swiss heritage does not mean every authentic Bally product must carry a Swiss-made stamp. Use 1851 founding and documented heritage products such as the Scribe shoe introduced for the centenary in 1951 as anchors. For later fashion eras, product catalogs, retailer archives and construction details are more useful than trying to force a century of labels into a short chronology.

FOUNDED

1851

ORIGIN

Schönenwerd, Switzerland

WHY THE DETAILS MATTER

Model/style numbers may appear on shoes, boxes, interior labels and modern product tags. Match them to the exact silhouette and material where possible. Bally does not publish one universal unique serial/date system covering its entire historical catalog. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Bally care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

Bally Mainline 1851 Parent luxury mainline Footwear, bags, leather goods, ready-to-wear and accessories	
Bally Scribe 1951 Heritage formal-footwear family Primarily men’s formal shoes, with selected adaptations	
Bally Curling & Alpine Footwear 1956 Heritage performance-footwear family Winter boots, technical-inspired footwear and alpine capsules	
Bally Tennis & Competition 1983 Archive sports-footwear family Court sneakers, apparel and accessories	
Bally Peak Outlook 2019 Environmental initiative and capsule platform Outdoor-informed product, campaigns and conservation-linked capsules	

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

A story in chapters

1851

Bally

House origins · Carl Franz Bally

1851

Bally Mainline

Line / house introduction in the cited records

1951

Bally Scribe

Line / house introduction in the cited records

1956

Bally Curling & Alpine Footwear

Line / house introduction in the cited records

1983

Bally Tennis & Competition

Line / house introduction in the cited records

2019

Bally Peak Outlook

Line / house introduction in the cited records

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sul Generis. Unaffiliated with the featured designer; these references cannot establish an individual item's authenticity.

04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

BALLY Beige Textured Leather Cross Body Bags

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

Made in Spain

02 / HOW TO USE IT

The interior leather tab carries manufacturing wording. Photograph it separately from the BALLY branding so country and house name are recorded as different fields.

03 / WHAT TO CHECK NEXT

Other embossed characters are faint. Preserve the photograph, but do not turn an uncertain reading into a model name or date; request a sharper image of the tab.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- <https://www.bally.com/de-de/pages/about-us>
- <https://www.bally.com/en-us>
- <https://www.bally.com/en-hk/pages/about-us>
- <https://www.bally.com/en-us/pages/ss26-collection>
- <https://www.vogue.com/fashion-shows/designer/bally>
- <https://suigenerisconsignment.com/products/bally-mint-green-beige-textured-leather-cross-silver-buckle-body-bags>

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item's authenticity.