

ADVERTISING

## Balmain walks to futuristic beat for H&M collection film

October 30, 2015



#HMBalmainNation

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By STAFF REPORTS

French fashion house Balmain has staged a subway dance battle to prepare for the Nov. 5 launch of its highly anticipated collection with mass retailer H&M.

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The collection itself has been a hot topic in recent weeks as the line was leaked on Instagram earlier this month despite Balmain and H&M's best attempts at keeping it secret. The breach did not diminish consumers' interest or response to the collection, with every additional detail since the leak becoming headline news, including glimpses of the campaign video starring TV personality turned model, Kendall Jenner.

### Dance off

H&M shared the video on Oct. 29, after multiple news outlets gushed about the dance moves seen in the film's sneak peeks. Filmed as if it were a music video rather than a campaign film, Balmain x H&M opens with a futuristic cityscape as text introducing the cast appears in gold lettering.

In the opening scene, Ms. Jenner is seen entering the turnstile of a sci-fi subway station, her movements appearing robotic due to the way in which the shots were cut. Joined by her troupe, Ms. Jenner walks out of the frame and the film cuts to a dancer dressed all in white as he performs in the deserted station.

Once on the platform, Ms. Jenner and her posse come face to face with the performer, while a security camera pans to an unseen operator seemingly controlling the interactions seen in the station. As Ms. Jenner boards the train, the viewer sees that the operator is Balmain creative director Olivier Rousteing.



*Campaign image for #HMBalmainNation*

During their subway ride, Ms. Jenner and her friends are pitted against different groups of gangs, all of whom have stellar dance moves. Each time, the opposing gang challenges Ms. Jenner first and she responds by selecting which of her crew will be best to compete. She remains confident and unfazed as gang after gang challenge her group's abilities.

With each new dance battle, controlled from afar by Mr. Rousteing, Ms. Jenner and her group appear in different outfits included in the Balmain x H&M collection. This allows the scenes to progress while showing off different aspects of the collection, ranging from outerwear, ready-to-wear and accessories.

It is not until the final dance scene that Ms. Jenner dances herself. In the scene she wears an emerald green sequin dress, and when her troupe wins she calmly sits down as passengers board around her as if nothing ever happened.

The video ends with Mr. Rousteing saying, "Next up: H&M x Balmain Nation," the hashtag for the collection, as the debut date appears on the screen.

### *Balmain x H&M*

On Balmain's social media, the French fashion house is increasing the reach of the collection's music video by promoting the featured soundtrack. Enthusiasts are encouraged to download the official #HMBalmainNation beat "Walk for Me" produced by Ferdinand and Vaz on Apple's [iTunes](#) for .99 cents.