

COMMERCE

Balmain x H&M resale value trumps full-priced line sold via discount retailers

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#HMBalmainNation

By STAFF REPORTS

As predicted, the Balmain x H&M collection caused chaos at the mass retailer's stores around the world as consumers hurried to grab pieces of the capsule before it sold out.

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The French fashion house's collection for H&M officially went on sale Nov. 5 after significant buzz in the form of an unplanned Instagram leak, ongoing social media promotions ([see story](#)) and a Kendall Jenner-fronted video dance off ([see story](#)). Although not the first H&M high-end designer collaboration, the Balmain x H&M collection is on course to be the most successful.

Recipe for resale

According to Fashionista, when the collection went live on H&M's Web site on Nov. 5 at 8 a.m. ET, the site quickly crashed as its servers could not handle the rush of consumers. For more resourceful consumers, the thought of using the H&M mobile application was not a helpful one, as the app also crashed.

There have also been a number of social videos shared by consumers that showed the mayhem the collection induced at H&M stores around the world.

While these aspects of a fast fashion meets high-street collection are not new, the sensation surrounding the capsule resulted in enterprising consumers lucky enough to purchase items to quickly resell the merchandise for profit.

For instance, the embroidered beaded velvet blazer worn by model Gigi Hadid in the campaign advertisement and by Kendall Jenner during the Billboard Music Awards back in May sold for \$549 at H&M. On eBay the jacket was nearly 10 times as expensive, being sold for \$5,000.



Kendall Jenner, Olivier Rousteing and Jordan Dunn at the Billboard Music Awards

In other cases, a biker jacket listed for \$399 sold for \$2,500, a pink beaded dress jumped from \$499 to \$1,500 and a top worn by Ms. Jenner during the collections runway show, listed for \$549, had a resale asking price of \$1,119.

This has resulted in a number of fashion and lifestyle publications gawking at the consumer-sold prices, as Balmain's regular collection items are listed for nearly the same price on discount retailers such as Net-A-Porter Group-owned Outnet's Web site.

[Harper's Bazaar](#) for instance has a list of 30 Balmain pieces that are actually cheaper on discount sites than what is being sold from the H&M collection on eBay.

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