

COMMERCE

## Balmain x H&M maintains momentum, will launch fragrance

November 18, 2015



#HMBalmainNation

By STAFF REPORTS

After the colossal success of its collaboration with H&M, French fashion label Balmain is continuing its work with the fast-fashion retailer.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

As reported by Forbes, Balmain is launching a fragrance with H&M as an accompaniment to its fashion collection. For those who missed out on purchasing directly from H&M, or were outbid and out-priced on resale Web sites ([see story](#)), the fragrance may offer consumers an affordable option for purchase.

Perfumed accessories

Balmain x H&M's fragrance will launch at the latter brand's stores and online Dec. 3. The \$40 unisex perfume, affordable in terms of high-end branded scents, was created by Balmain's creative director Olivier Rousteing and H&M's Anne-Sofie Johansson, the retailer's head of design.

The scent is housed in a gold square-shaped bottle, reflective of the capsule collection's logo, while the juice includes notes of tonka beans and jasmine with a warm base of white musk and woods.

Forbes describes the scent as being "sweet but not cloyingly so, it's both alluring and absurdly easy to wear."



*Balmain x H&M fragrance*

Mr. Rousteing, while speaking with Forbes, said, "I wanted to create a fragrance that was both deep and enlightened, something that could be for both him or for her. I love the depth of the fragrance, especially the woody heart and the endnotes of musk and sandalwood.

"I love how the fragrance is so seductive, and mixes the traditional world with the contemporary and new, just like the collection," he said. "The bottle design is rich and strong, and is the pure essence of Balmain, which runs through everything in the collaboration."

The full interview with Mr. Rousteing can be read [here](#).

This is not H&M's first foray into collaborative designer perfumes. After its 2004 collaboration with Karl Lagerfeld's eponymous label, H&M sold a fragrance named Liquid Karl.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.