

MOBILE

Balmain's "army" undergoes avatar makeover for Kardashian gaming app

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Olivier Rousteing's Kim Kardashian: Hollywood avatar

By STAFF REPORTS

French fashion label Balmain is the latest to receive the avatar treatment to become a player in Kim Kardashian West's popular role-playing mobile game.

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Creative director of Balmain, Olivier Rousteing is a close friend of Ms. Kardashian West, and has casted the reality star and her sisters, Kendall and Kylie Jenner, in advertising campaigns, dubbing them and others as the "Balmain Army." Now, the roles have reversed with Mr. Rousteing making an appearance in the "Kim Kardashian: Hollywood" game.

Squad goals

Dubbed the "Balmain Army," Mr. Rousteing has included his inner circle of friends in a number of the brand's advertising efforts. Most recently and successfully being Balmain's H&M collaboration that was fronted by Kendall Jenner ([see story](#)).

Balmain's participation in Hollywood includes 20 women's runway looks from the label's fall 2015 collection and 10 menswear looks from the same season. Mr. Rousteing will also make cameo in the game wearing a blazer and white tee.

As of Dec. 7, Mr. Rousteing will join the cast of characters featured on the gaming app that allows a user to create her own aspiring celebrity avatar that can then be dressed for red carpet appearances and other scenarios, such as dating and dumping celebrities, similar to Ms. Kardashian West's own rise to fame and fortune ([see story](#)).



Kim Kardashian avatar dressed in Balmain

Kim Kardashian: Hollywood is immensely successful with [Women's Wear Daily](#) noting revenues of \$132.4 million at the end of September.

In November, it was announced that players level 11 or higher could have their avatar visit a Karl Lagerfeld boutique. Here, a user can dress her avatar in fall 2016 collection pieces from the designer's eponymous label. In addition, users can also try on ready-to-wear apparel, handbags and footwear.

The introduction of the Mr. Lagerfeld avatar and in-game boutique, appearing for users playing at level 11 or higher, aligns with the designer's planned entrance into ecommerce on Karl.com where featured pieces will be sold ([see story](#)).

Kim Kardashian: Hollywood can be downloaded for [Apple](#) and [Android](#) devices for free.

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